



Drive Your Brand™

# The new domain landscape

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- Millions of domain names are created every month, and it becoming harder to find short and memorable .com domains
- Hundreds of new domain extensions were launched in 2014 to offer choice and innovation to individuals and businesses worldwide
- Over 8 million new domains have been registered to date, including:
  - ABC.xyz (Google's parent company, Alphabet)
  - Bigmac.rocks (McDonald's)
  - Ta.co (Taco Bell)
- .Cars, .Car, and .Auto domains present a unique opportunity for dealers to stand out by utilizing memorable web addresses

# What is .Cars?

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- Introducing .Cars, .Car, and .Auto: the complete line of new domains developed specifically for the automotive industry
- .Cars, .Car, and .Auto fill the void for a much needed expansion in online naming for the automotive industry
- Best practices include:
  - Upgrading your existing domain name (ex: DealerGroupAutomotive.com to DealerGroup.Auto)
  - Establishing a new website on a geographic domain (ex: NYC.Cars, Denver.Auto, California.Cars)
  - Service & financing microsites (ex: DealerService.Cars)
  - Events & campaign tracking (ex: HolidaySale.Cars)
- Learn more at [www.nic.cars](http://www.nic.cars)

# Why .Cars?

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- Dealers often have limited domain name options and have had to settle on three or four-word domains because their first choice was already taken
- To solve this scarcity in desirable domain names, .Cars has created new naming options specifically for the automotive industry
- With the rise in mobile internet usage, there is a growing need for short and relevant domains that customers to recall and type in (ex: Smith.Auto vs. JohnSmithAutomotiveGroup.com)
- Geographic possibilities provide dealers with new opportunities to acquire customers via search engine (ex: Seattle.Cars, BayArea.Cars, Florida.Auto)

# Launch timeline

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- Sunrise Period: December 9, 2015
  - Trademark-exclusive registration period available to registered brands
  - Trademarks must be registered in a special clearinghouse (TMCH) to qualify
  - Starting at \$3,000 USD per domain
- Early Access Period (EAP): January 12, 2016
  - Public priority registration period
  - Opportunity to secure trademark variations, slogans, generic keywords
  - One-time premium fees apply
- General Availability: January 20, 2016
  - Open to the general public
  - Starting at \$3,000 USD annual registration fee

# Contact us

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