

**FOR IMMEDIATE RELEASE:**

**EznewCar.com announces partnership with UNATION**

**within the Retail Automotive Vertical**

**MONTVILLE, NJ - (April 29, 2014)** – EZ New Car and UNATION form strategic partnership.

[EZNEWCAR.com](http://www.eznewcar.com/consumer), a start-up website founded by a group of automotive and information technology professionals with over 70 years of combined experience in the auto industry, has partnered with UNATION.com. EZ New Car's platform provides dealers with the most effective and direct channel to reach consumers while providing auto buyers an easy and simple one-stop venue to review all the best offers. [UNATION.com](http://www.unation.com) is an events and branding social platform that provides dealers with the tools to forge meaningful relationships within their community by creating relevant events built around their unique social brand.

"We are very excited to announce a strategic alliance with UNATION, as we feel that our combined toolset significantly lowers a dealer's cost of acquiring a new customer, while at the same time simplifying their communication stream to existing customers," says Michael Gaughran, National Sales Director at EZ New Car. "In three EZ steps a buyer can see the best current lease, finance and purchase prices on the actual vehicle they want, from the dealer of their choice. There are no worksheets or certificates to try and tell you what someone else might have paid. The consumer sees exactly what they will pay for that exact car and only then do they give the chosen dealer their contact information. We want to send buyers to dealers, not shoppers and negotiators," Gaughran added.

The nucleus of UNATION'S capability to brand businesses on a global scale while emphasizing their local presence will create a disruptive force within the space and reshape mobile social networking", says UNATION Chairman John Bartoletta [JohnBartoletta.com](http://www.johnbartoletta.com/). "Although our strategic alliance with EZ New Car is in its infancy, the synergistic roots of this partnership have already piqued the excitement of worldwide technology players and have accelerated the capabilities and business strategy of our company", Bartoletta added.

"The most successful car dealerships create genuine relationships within their community," says UNATION Co-founder George Beardsley. "By creating a branded UNATION page and meaningful public events, a dealership will gain exposure from thousands of relevant consumers who are actively searching for cars and services," Beardsley added.

**About EZ New Car**

EZnewcar.com is a NJ based company, EZnewcar is the first car buying platform that enables car buyers to see all EZnewcar Certified Dealer's best advertised prices in one place, and make a connection to a trusted EZnewcar Certified Dealer to complete their car purchase in three EZ steps. All of this is done in complete anonymity, no more unwanted emails, phone calls and solicitors. The consumer picks the car they want, at the price they choose, from the dealer of their choice. Learn more at [www.Eznewcar.com](http://www.Eznewcar.com).Michael Gaughran, National Sales Director at EZ New Car can be reached at [sales@eznewcar.com](mailto:sales@eznewcar.com).

**About UNATION**

UNATION is a New York based internet company that operates an event driven social media platform that allows a business or individual to create meaningful content centered around their unique brand. Using the UNATION event structure, a business can more effectively identify and engage their best customers, while seamlessly enabling meaningful sharing. For individuals, the UNATION platform makes it easy to find things to do and build relationships with like-minded people who share similar affinities. Learn more at [www.UNATION.com](http://www.UNATION.com)