

MYSPACE FOR CAR LOVERS



PUBLISHING & MEDIA

MySpace, the social networking website, is home to more than 54 million people, most of whom are teenagers. And what MySpace has done for teens, [CarSpace](#) (launched February 2006), hopes to do for people who enjoy, love, obsess over cars. CarSpace is linked to Edmunds.com, the huge automotive information site, and features searchable member profiles, email accounts, photo galleries, and discussion groups about car models. Considering how closely people identify with their cars, allowing them to connect with 'automotive friends' sounds like a winner. Especially for the site's publisher, who can lead advertisers to a very targeted and enthusiastic audience. PetSpace, BabySpace, HomeSpace, what are you waiting for? (And it doesn't hurt that iVillage was just sold for hundreds of millions dollars, either 😊)

13th March 2006

Website: www.carspace.com