



Media Release

March 7, 2011

## **Carsguide partners with the Australasian Consumer Fraud Taskforce**

*National Consumer Fraud Week March 7-13*

Carsguide, Australia's largest automotive brand, today announced it had partnered with the Australasian Consumer Fraud Taskforce to raise awareness on cases of fraud online during National Consumer Fraud Week (March 7-13).

As part of the partnership, Carsguide will feature the taskforce's campaign material during the awareness week. Carsguide's Publisher, Sue Klose said she was delighted to partner with the task force for National Consumer Fraud Week and highlight the importance of cyber-safety.

"On the whole, buying and selling a car online is an easy and safe process. However, consumers should always be aware of scammers who use the anonymous environment of the internet to rip people off."

"Online Safety is an issue Carsguide takes extremely seriously. We are constantly working with our online counterparts and Government agencies to combat this industry issue. We are also constantly enhancing features on the Carsguide.com.au to help protect users against fraud."

"By partnering with the Consumer Fraud Taskforce, we aim to help educate and empower people with practical tools and information so they can buy and sell online with confidence."

"We hope it will further reduce the number of consumers caught up in online scams and highlight what they need to be on the lookout for."

Carsguide's Safety Centre at Carsguide.com.au features a very useful guide to help protect users against fraud and enable them to buy and sell with confidence.

Including:

- Latest known scams
- Methods of attack
- ACCC advice
- Email addresses to be aware of
- Useful advice and tips to buy and sell a car online safely

"I encourage people to check out Carsguide's Safety Centre, download the guide on the best ways to buy and sell a car online safely and remember the key point that if something seems too good to be true – it usually is," Ms Klose said.

**For further information or to arrange an interview, please contact:  
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