**Cartopia Officially Announces Partnership With Supercar Drivers David Reynolds and Will Brown**

MEDIA RELEASE

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Brisbane, Queensland - November 18, 2021 – Online car sales platform, Cartopia has officially announced their joint partnership with Australian Supercar drivers David Reynolds and Will Brown. Following an investment by Reynolds and Brown, the two drivers join Brisbane based Cartopia as part owners in the car sales website.

[Cartopia.com.au](https://www.cartopia.com.au/) was officially launched in January 2021 as an alternative to existing online car selling platforms. The website features vehicle listings from dealerships and private sellers throughout Australia.

The Cartopia website was initially developed in response to a growing demand from car dealerships and private sellers for new alternatives to Australia’s established online car selling websites.

The website offers a subscription-based model for dealerships wishing to list their vehicles online. Unlike many of the existing services in the market, dealerships are not required to pay additional set-up fees and charges for customer enquiries. Cartopia sought to create a simple and transparent pricing model that would appeal to dealerships frustrated by the high costs and confusing pricing models of other platforms.

In recent months, Cartopia also opened to private sellers in Australia with a simple and affordable pricing structure. Private sellers pay a one-time, small fee to list their vehicle on the website.

It was this desire to disrupt the online car sales landscape in Australia that appealed to Queensland born supercar driver, Will Brown. Brown, whose family operates a car dealership in Toowoomba understands the frustrations of dealerships who pay high prices to list their stock on online marketplaces.

*“I am really excited to be a part owner in Cartopia. My family are 4th generation car dealers and understand how costly it can be for dealers and private sellers to advertise their vehicles. We believe with this new model (Cartopia) we can make it more affordable and easier to sell your vehicle. I am looking forward to seeing Cartopia grow and being a part of it,”*Brown said.

Brown’s former teammate and 2017 Bathurst winner David Reynolds was also excited to join Cartopia and embrace the new model.

Since its launch in January, Cartopia has quickly grown in popularity, now attracting over 30,000 monthly visitors to the website. Over 150 dealerships throughout Australia have adopted the platform, now listing their stock on the website.

It is expected that the partnership with David Reynolds and Will Brown will help to attract more dealerships to the platform. The drivers will leverage their large fanbase and social media following to drive brand awareness.

**About Cartopia**

Cartopia is a Brisbane based online car sales platform for Australian car buyers and sellers. The online classifieds website features a large range of used vehicles from dealerships and private sellers throughout Australia.

Cartopia offers a simple and affordable pricing model for dealerships to list their stock on the website. The platform includes integration with dealer management systems including CDS, Dealer Solutions and Jeal, allowing for dealers to simply upload and update their stock on the website.

To find out more about Cartopia, visit <https://www.cartopia.com.au>

**Media Contact**

Richard McGrath

0423 766 637

[Richard.m@creditone.com.au](mailto:Richard.m@creditone.com.au)