



DATE: May 22, 2012

FROM:

Andrew Edson & Associates, Inc.
89 Bounty Lane
Jericho, NY 11753
Andrew Edson, 516 850 3195
Andrew@EdsonPR.com

FOR:

GrooveCar, Inc.
200 Motor Parkway – Suite B-10
Hauppauge, NY 11788
Denise Stieve, [631 454 7500 x 127](tel:6314547500)
dstieve@groovecar.com

FOR IMMEDIATE RELEASE

**GROOVECAR REFINES LOGO
TO REBRAND ITSELF AS AUTO BUYING SYSTEM**

HAUPPAUGE, NY, May 22 – GrooveCar, Inc. based here, today unveiled its newest look with a stylish logotype that headlines the company as a national Auto Buying System. The new GrooveCar logo underscores that it is the most comprehensive automotive resource and buying support service. This new icon will easily and visually tell its credit union constituency that it's a one-stop destination for their members seeking to buy or lease vehicles.

The updated logo, the first refinement by the company since the summer of 2007, emphasizes Auto Buying System and will appear prominently on credit union websites, letterhead, signage, trade show exhibits, and advertising. More importantly, it will be prominently seen at all auto dealership showrooms, where the easily identifiable GrooveCar logo is affixed and likened to the *Good Housekeeping* seal of approval. By showcasing “Auto Buying System – Your next car is here” only reinforces the relationship with its credit union partners.

“We felt five years was sufficient for a change,” explained GrooveCar President and founder David Jacobson. “Our first logo created in 2000 served us quite well, but as we added depth and breadth of service and product and national reach, we felt a greater need to emphasize that we help lease, finance and provide online support for largely credit union buyers on anything automotive. This rebranding will also help our credit unions better serve their members.”

“This rebrand isn’t just a name change or a visual refresh. It’s our response to a fundamental shift in the market. We fill a void in the market by combining and making sense of all the communications channels available to deliver results tied to credit unions’ business goals under one roof. It’s just a much more strategic approach to solving real problems that we are being asked to do.”

The new logo was created in-house by a GrooveCar creative team.

About GrooveCar, Inc.

Founded in October 2000, the privately held GrooveCar provides a comprehensive array of automobile and automotive services and products – shopping, buying, financing, leasing, ownership – for credit unions and credit union members, as well as access to motorcycles, recreational vehicles and boats. Additional information may be found at www.groovecar.com.

###