

SoloAutos acquires editorial assets of Autologia ***carsales strengthens Mexican presence with significant editorial purchase***

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Carsales.com Limited (carsales), via its SoloAutos business, has purchased the Autologia website (www.autologia.com.mx), a significant move to increase the authority of its Latin American businesses.

One of Mexico's leading automotive editorial resources, Autologia's focus is equipping and informing car buyers via news, reviews and tools to compare new car purchases.

Autologia is headed up by Hector Ocampo, one of Central America's most respected automotive journalists with over 18 years' experience. Hector will join the SoloAutos business as part of the acquisition.

Paul Barlow, Director International at carsales said the purchase of Autologia was an important step in the evolution of carsales' Latin American business.

"Our strategy is to build our Latin American sites to make them the number one choice for consumers. The addition of Spanish language editorial content is vital to this and gives our SoloAutos and Chileautos customers the information they need to help make informed decision" he said

Launched in January 2015, Autologia has grown into Mexico's leading automotive site and has a sizable social media community. The reputation of Autologia.com.mx as the leading automotive editorial authority has led to strong visitor growth since its debut

SoloAutos has purchased the domains, technology, content (both existing and new) and social media assets of Autologia and along with Ocampo all of its employees will join SoloAutos.

Autologia editorial will be integrated into SoloAutos and will also become the editorial resource for Chileautos.

About Hector Ocampo

Hector graduated from Iteeso University in Guadalajara, Mexico, obtaining a bachelor degree in communications. He started his automotive career in a local newspaper in Guadalajara in 1998 in an automotive supplement, then moving to Mexico City to Motorpress-Televisa Automovil Panamericano Magazine, one of the biggest and more influential automotive media in the country, South America and some cities at the border of USA.

Hector has worked for Motorpress as the Director of national automotive radio and TV Show Automovil Magazine; he was also Director of Autoplus Magazine, and at Motorpress Televisa he directed Automovil Magazine and has a strong reputation in social media, digital content and custom publishing. A former juror for the World Car of the Year Award representing Mexico, he

has launched Soycorredora.com, the first Spanish language female specific running community site (now the world's biggest) and Autologia.com.mx the first automotive website designed to help visitors make the best car buying decision.

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