

PUBLISHER'S LETTER

THE EVOLUTION OF AUTOMAG ONLINE

Photo by Nina Padgett

Communicating via e-mail and the Internet have become the preferred means of reaching others for business or pleasure. Today, instead of passing along your telephone number, some African Americans are finding it easier and safer to exchange e-mail addresses. According to a recent study, African-American web browsers doubled in number over the last year. The latest report from the Nielsen-Commerce Net Study says 5.6 million African Americans are using the Internet at home, work, school or elsewhere.

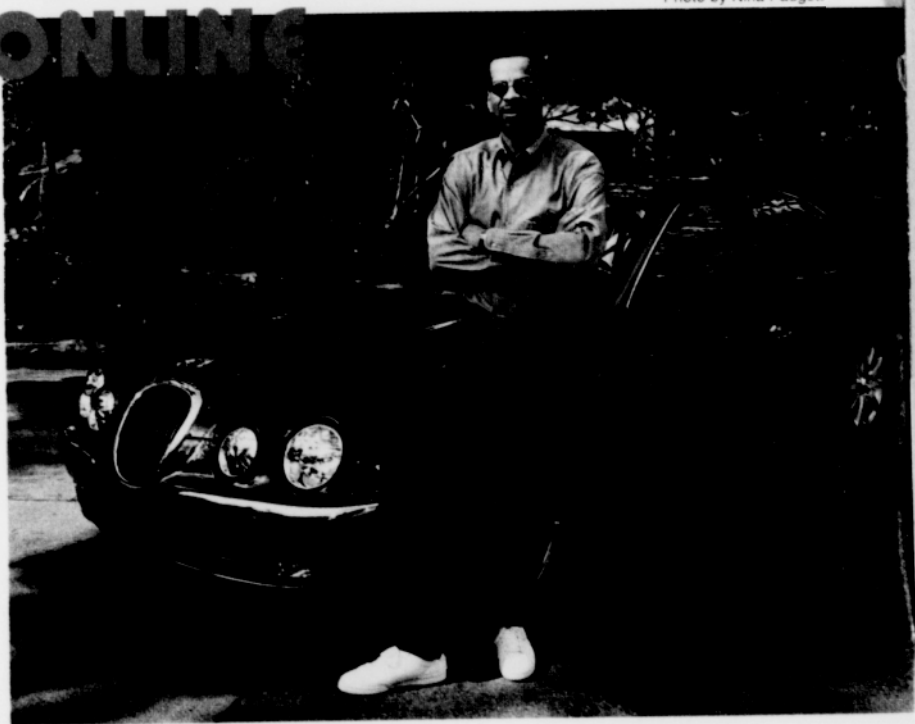
Many businesses are now exploring the web's powerful marketing potential. We are pleased to say that we established a presence on it long before the Internet became the modus operandi for the corporate world. In fact, we were one of the first magazines (of any kind) to establish a site on this global communications vehicle. We posted our first electronic version of *African Americans On Wheels* in July 1995.

Since then, we have been working diligently to tailor the site to your needs. In March 1998, we expanded the site to include weekly car reviews and bi-weekly news reports. But that was only the beginning.

In March of this year, we launched a redesigned version of *On Wheels* at automag.com. *On Wheels* is the umbrella corporation for the magazine and its other ventures. The new site reflects information representative of the total company. The site incorporates our quarterly magazine, weekly car reviews, auto news, community activities, and more. There are also back issues of *African Americans On Wheels*, information on our annual Urban Wheel Awards and the Edward Davis Scholarship Fund.

To make automag.com even more user friendly and to help you make informed car-buying decisions, we are planning other exciting changes.

They include partnering with Autoworld.com to give you 500,000 pages of auto pricing and other information, dating back to '85 year models. In addition, we are increasing our links to African-American and automotive sites, as well as forming a partnership with Auto-By-Tel, a national Internet-based program for new and used vehicle purchasing and leasing and related consumer services. It provides free and easy access to all facets of new and used vehicle transactions, including financing and insurance options. Other partnerships are also in the works.



Jaguar's S-Type sedan was unveiled in Beverly Hills, Calif. The base price is \$42,500, which brings the luxury nameplate within reach of more people.

Graphic designer Don Burch, historian and information specialist Robert Smith and Editor-in-chief Jackie Mitchell, who oversees the website, put their creative and technical heads together to develop a site that is visually unique and editorially informative.

So, after you finish checking your daily e-mail, make sure to stop by www.automag.com - better yet, bookmark our address. We guarantee you an effortless way to stay current on happenings in the auto industry. After all, it is still the largest employer of African Americans in the United States and the nation's leading advertiser. But more importantly, the knowledge gained will give you the power to make good investment choices when it comes to your vehicle purchases as we keep you abreast of the latest offerings in safety and technology.

Remember, now is the time to join the scores of African Americans signing up daily for a trip on the Information Superhighway. It could be the ride of your life!

Ronald Payton