

FOR IMMEDIATE RELEASE

CONTACT:

Christine Shock
Shock PR, Inc.
508-893-9933
cshock@shockpr.com

Christopher Burdick
AutoHeroes
617-965-3200
chris@autoheroes.com

**AUTOHEROES STEERS CUSTOMERS TOWARDS THE BEST DEALS ON
WHEELS**

***First Personal Auto Buying Assistance Service in Boston Area Helps With New, Used
and Leased Car Purchases***

NEWTON, MA, July 15, 2003 -- AutoHeroes wants to be the first place you turn when you set out to buy or lease a new or used car. Launching the first personal car buying service in the Boston area, AutoHeroes jumps in to help clients navigate the often bumpy road of car buying. AutoHeroes' mission is to drive the best deals possible for its customers -- saving them time and eliminating the aggravation which can accompany a vehicle purchase.

Noelle Moore had a typically positive experience using AutoHeroes to purchase her new BMW: "Not only did I save a lot of money on the car, the service made the entire car buying process a breeze! When I started looking for my car I wasn't sure what I wanted. AutoHeroes helped me narrow down my choices, and then arranged test drives of the various cars so I could make an informed decision."

Thousands of dollars have been saved for customers by AutoHeroes. The average time it takes to get through the buying process and to delivery is just four to five business days for in-stock vehicles. Ideal AutoHeroes customers are those who have neither the time, money nor knowledge to search and negotiate a car lease or purchase for themselves. AutoHeroes' services appeal to a wide variety of consumers—from single parents, to executives and young professionals—anyone who wants to save time and money on a new car purchase.

The inspiration for AutoHeroes came to Christopher Burdick, Founder and President, as he was helping friends and relatives select and buy new cars. Burdick, who has professional sales and customer service experience, found it rewarding to assist them and enjoyed the appreciation he received when he was able to make the process easier and save them money. Automobile dealers call people like Burdick who assist others with buying their vehicles "heroes." The AutoHeroes company name is derived from this industry moniker for car buying helpers.

-more-

AutoHeroes Steers Customers Towards Best Deals on Wheels/*Page Two*

AutoHeroes' assistance to car buyers doesn't stop at the curb. It is extended through its website. Articles on leasing vs. financing a car, tips for getting a fair deal, how to find a good mechanic, and basic maintenance guides, among other informational materials, are all there for the viewing.

AutoHeroes is headquartered in Newton, MA. Its primary market is the Route 128 east to Boston area, and west to Framingham. AutoHeroes, a member of the Better Business Bureau, invites prospective customers to take the most direct route to saving time and money on vehicle purchases. Call for further information at 617-965-3200, or travel to its website, www.autoheroes.com.

###

All trademarks mentioned herein are the property of their respective owners.