



**PistonHeads members get special consumer protection phone line  
when selling through the PistonHeads Website**

London, UK, 19th March 2008: A new phone service has been launched to give the UK's biggest car enthusiast community, PistonHeads, better consumer protection and more value when they sell cars or parts through the site.

PistonHeads PhoneSafe™ is a free service designed and provided in conjunction with telecoms firm Invomo that protects personal phone numbers and screens out unwanted calls.

A special 070-prefix telephone number is assigned to a private advertiser as soon as they have uploaded details of the vehicle or items to be sold, pictures and contact details. The advertiser's contact details are then masked by their unique PhoneSafe™ telephone number.

This gives sellers the essential privacy and confidence that the calls they receive are from genuinely interested parties rather than canvassers. If necessary, calls can be blocked, for example from other commercial vendors, and the service allows advertisers to track responses to their ads.

Brand Manager Paul Garlick said: 'PistonHeads classified section is now one of the most popular areas of the site and is famous for offering great cars for sale. As the popularity increases, the risk of unwanted calls and timewasters also increases.

'The partnership with Invomo offers PistonHeads readers and advertisers extra peace of mind.'

"In introducing PistonHeads PhoneSafe™, Haymarket Publishing has shown a real focus on meeting the needs and protecting the interests of the PistonHeads community," commented Nick Wiley, CEO of Invomo. "We are delighted to be working with them to ensure PistonHeads PhoneSafe™ is fully functional, robust and designed to comply with the latest guidelines from Phonepay Plus (the regulator for phone-paid services), protecting both advertisers and consumers."

A total of 33,797 sales were made via PistonHeads in the last year, with a combined value of £378,651,602.

**About PistonHeads**

PistonHeads.com is the UK's largest community motoring website catering for owners of performance and prestige cars, offering a mixture of daily news, weekly features and road tests along with a popular forum Inspiring lively debate. In addition to this is the extremely popular classified section showing more than 30,000 of the UK's best cars for sale.

### About Invomo

Invomo's hosted applications and services can transform phone-based communications with an organisation's customers - whether landline or mobile, inbound and outbound. The company delivers continually optimised, reliable and secure solutions which can enhance brand, improve the processing of customer enquiries, convert more calls to business, extend the website experience and reduce costs.

With over ten years of experience and state-of-the-art technology at its network operations centre, Invomo offers a pragmatic service ethic that puts the emphasis on consumer interaction and solving its customers business challenges as the priority.

Invomo's solutions are trusted by hundreds of organisations, from financial services to not-for-profit, media to educational establishments every day to allow them to communicate better with the people they serve, twenty-four hours a day, seven days a week.

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