

PickupTrucks.com Sponsors Truck Zone at State Fair of Texas

CHICAGO, Sept. 23 /PRNewswire/ -- The PickupTrucks.com team is heading to the State Fair of Texas where it will sponsor the Truck Zone stage and introduce its all new iPhone app. The experts at PickupTrucks.com will also be covering the latest news and announcements live from the show.

"If you're a truck enthusiast or cover the truck industry, the State Fair of Texas is a must-attend event," says PickupTrucks.com editor Mike Levine. "I'm excited that we can show some support for this great fair by sponsoring the Truck Zone stage and bringing our site visitors a first-hand account of the show. With the buzz around trucks coming out of the show, we also thought it was a perfect time for the launch of our all new iPhone app."

Launched this week, the PickupTrucks.com app allows pickup truck shoppers to search dealer and private-party pickup truck listings so they can easily locate the vehicle they want while on the go. The app, which also works on the iPod Touch and iPad, is free and can be downloaded from the App Store on iTunes.

"Our iPhone app will offer pickup truck shoppers the best of PickupTrucks.com," says Levine. "The app gives iPhone users the ability to access important information about buying their next truck whenever and wherever they want."

As part of its sponsorship of the Truck Zone stage, PickupTrucks.com will also let State Fair of Texas visitors vote on their favorite Heavy-Duty truck of the Fair. Beginning September 24th fair goers can visit PickupTrucks.com to cast their vote.

"In September we picked our favorite three-quarter ton gas, three-quarter ton diesel and one-ton diesel as part of the PickupTrucks.com Heavy-Duty Shootout," said Levine. "We want to give consumers a chance to weigh-in on their favorite."

Voting for Heavy-Duty Truck of the Fair will last the entire duration of the fair, September 24th-October 17th on PickupTrucks.com.

About PickupTrucks.com

PickupTrucks.com is a website dedicated to the distinct needs of pickup truck buyers and owners. In addition to thousands of new- and used-truck listings, PickupTrucks.com offers relevant news and information, and provides powerful tools so that truck buyers can make the right decision on what to buy, where to buy, how much to pay and how to outfit their vehicles. The site features expert truck reviews, the latest truck news, the ability to build your own truck, pricing calculators, consumer reviews and more. PickupTrucks.com is a member of the Cars.com™ family of sites.

About Cars.com

Cars.com is the leading destination for online car shoppers, offering credible, easy-to-understand information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With comprehensive pricing information, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new- and used-car inventory, Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions.

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