



Motorhomes.Mobi goes mobile.....

15th July 2007 - Motorhomes.Mobi launches a mobile version of its UK Online Showroom website, allowing potential buyers to view new and used motorhomes for sale, from dealers and private sellers, on a wide range of mobile phones. Website visitors can view full details of each motorhome for sale, including up to 10 photographs, which have been optimized to display correctly on a very wide range of mobile phones. When combined with active search notifications, potential buyers will be able to view details of motorhomes listed on Motorhomes.Mobi within minutes, if not seconds, of the motorhome being listed by a seller on Motorhomes.Mobi. The new website has been built using the latest Microsoft developer tools, and has been extensively tested using the dotMobi (mTLD Top Level Domain) validation tools.

About the Mobile Internet

Mobile phones currently outsell personal computers 4 to 1 in the UK, and over 60% of mobile phones sold today are capable of displaying mobile websites. Two major roadblocks have historically prevented the widespread use of the mobile Internet in the UK - high network costs and poor website design. Both of these are now being addressed, with three of the largest UK mobile network providers (Vodafone, T-Mobile and Orange) finally making the mobile Internet affordable, reducing usage fees for the mobile Internet to a capped charge of £1-£2 per day. Additionally, the .mobi domain extension was launched at the end of 2006, to promote websites optimized for display on mobile devices. dotMobi, the registrar responsible for .mobi domain names, is backed by leading mobile operators, network & device manufacturers, and internet content providers, including Ericsson, GSM Association, Hutchison 3, Microsoft, Nokia,, Samsung Electronics, T-Mobile, Visa and Vodafone.

About Motorhomes.Mobi

Motorhomes.Mobi is as an online motorhome showroom, dedicated to matching sellers with buyers of motorhomes, online. By the use of advanced classification techniques, any motorhome in the Motorhomes.Mobi database can be quickly and easily matched to a potential buyers search criteria, avoiding most the problems of searching traditional classified adverts and auction sites. Both private sellers and motorhome dealers use the website, with dealers having dedicated stock management tools to enable them to easily manage their stock online on Motorhomes.Mobi.

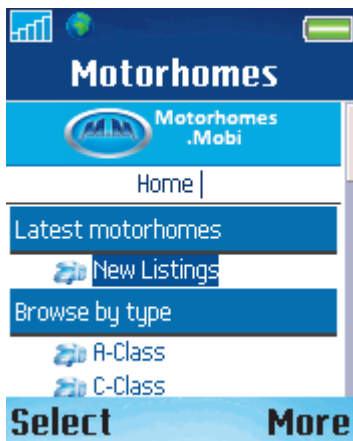
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