

## Bike, quad classifieds launches

Allicat Publications, a division of the Junk Mail Group, today, Thursday, 19 July 2007, launched what is alleged to be South Africa's first free stand-alone classifieds publication dedicated exclusively to the sale of bikes and quads.

*Bike & Quad*, like the rest of Allicat's publications, will be available in print, online and via mobile phone.

Felix Erken, MD of the Junk Mail Publishing Group, says *Bike & Quad* is a natural and obvious extension to Allicat's product offering and will fill the gap in the budding used bike and quad market.

He comments, "The bike and quad market is burgeoning because as recreational crafts, bikes and quads offer South Africans easy entry into the increasingly fashionable outdoor leisure lifestyle. They are more affordable than caravans or boats and all you need to enjoy them is a road or off-road track.

"With more and more people looking to buy and sell bikes and quads, it is clear that there is a definite need for a credible classifieds to service them. As it is there are already over 1 400 adverts for bikes and quads for sale in *Junk Mail* per week," says Erken.

According to Erken, the fortnightly *Bike & Quad* will start off as a 52-page magazine. However, he expects that the magazine's pagination will grow as quickly as its sister publication, *Truck & Trailer*. In less than four years this title, also published fortnightly, is reported to have grown from 28 to over 300 pages.

The new addition, *Bike & Quad*, brings the number of specialised titles in the group's vehicle and equipment classifieds stable to four. The other titles published by Allicat are: *Truck & Trailer*, *SA Automart*, and *Buy & Sell 4x4*.