

# Get Free Gas: Car Owners Turn Parked Vehicles into Cash Cows

OCEANSIDE, Calif., April 12 (SEND2PRESS NEWSWIRE) – It's one of the most creative forms of [car advertising](#) – Hijack Advertising. And, Takelifyoudare.com, the brains behind the concept, is offering free gas to people who let them use their cars to show it off.

How does it work? It doesn't get much easier than this. People who own stylish cars and work at popular or busy locations such as a mall, gym, near the beach, fairgrounds, stadium or any other busy retail location, simply park their car, apply promotional magnets, go about their business and get [free gas](#).

And, the concept works best when multiple cars are placed at venues such as trade shows, large sporting events and/or main attractions.

All vehicles sport the "Take 1 if you dare" logo; and hundreds of designated custom made ad-magnets with a message that typically includes a "take action now" promotional offer – this entices the customer to "Take 1."

Businesses really benefit because they are reaching their target audience.

"People would not take a magnet, unless they were specifically interested in that product or service," explains Bruce Boyd, owner of Takelifyoudare™.

"And, with the skyrocketing cost of gas, who wouldn't be happy to earn some extra income to cover travel and commuting expenses?" posed Boyd.

For businesses, Hijack Advertising is one of the most innovative, trackable and cost efficient ways to increase a business's sales. Current advertisers who have used this service show returns in the range of approximately seven percent. This is huge compared to many traditional forms of advertising.

For example, Greyhound Bus stations in Santa Ana and Oceanside signed on to do some [creative car advertising](#) with Takelifyoudare.com. Prior to the holidays last year, it offered a seasonal promotion to active military personnel to purchase tickets before the holiday rush.

Five cars were strategically placed in downtown Oceanside – a high traffic area for military personnel.

The Greyhound station's manager reported that he had tried to target active military through other advertising efforts, but with minimal results. With Hijack Advertising, he saw twice the return compared to other advertising techniques.

And on top of it all, this form of car advertising is also eco-friendly because magnets are 100 percent recyclable.

It's a win-win for all. Advertisers get better ROI; car owners receive free gas; customers get services and/or products that they want or need; and the earth gets a little greener.

For more information, visit: [www.takelifyoudare.com](http://www.takelifyoudare.com) .

News issued by: [Takelifyoudare.com](http://Takelifyoudare.com)



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