

CAR magazine app free for download

Samsung has announced the availability of a local Android app for a South African motoring magazine - *CAR* magazine. The app is exclusive to Samsung Android mobile device users and the Samsung SA Apps store, and is available for free download.

Says Adrian Lee, mobile content lead at Samsung SA: "Having identified a local and unique consumer segment we, in conjunction with *CAR* magazine, have developed this application that will allow car fans to have access to the best and finest in content from full articles, live blogs, the latest car news, driving impressions and road tests at the tip of their fingers, on their Samsung smartphone or tablet device."

Use app to compare cars

This application comes with exciting features including a 'Media Gallery', which allows users to pick the latest and greatest in various wallpapers, videos and tones for the newest vehicles on the market. It also has an 'Accelerator' section where users can record and measure the different aspects for a car trip, helping them to always be informed on the road, as well as a 'Research a Car function,' where a comparison of up to three cars can be done and the tech specs for a particular car model can be viewed - an ideal function for those who are in the market to buy a new car.

Says Wendy Lucas, digital marketing manager at Ramsay Media; "We are proud to be associated with Samsung for this first of its kind Android app. It has allowed us to further meet the needs of our readers by bringing these enthusiasts even more motoring news," says Wendy Lucas, digital marketing manager at Ramsay Media.

For more information on this application and/or to view the complete list of applications available, go to www.samsungapps.com.

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