

# Case Study

## .CARS, .CAR, .AUTO

“.CARS, .CAR, and .AUTO provide automotive businesses around the world with the opportunity to enhance their web presences, strengthen their brands and more effectively market their products and services.”



### Website

<http://nic.cars>

### Registry Name

Cars Registry Ltd.

### Location

Las Vegas, Nevada

## Background

Automotive manufacturing and sales is a multi-billion dollar industry. Global profits are projected to reach or exceed \$88 billion by 2020, according to a [report](#) by management consulting firm McKinsey & Company. With the New gTLD Program, XYZ Registry and Uniregistry recognized an opportunity to provide automotive companies worldwide with the ability to use descriptive, industry-specific domain names. Together these companies formed Cars Registry Ltd. and acquired .CARS, .CAR, and .AUTO. By partnering with more than one hundred registrars around the world, Cars Registry Ltd. now offers the three most widely adopted automotive domain extensions on the Internet.

## Objectives

Cars Registry Ltd. aims to provide auto dealers, manufacturers and other businesses seeking to align themselves with the automotive industry with a short, memorable top-level domain that is recognized all over the world.

Within six months of launching .CARS, .CAR, and .AUTO, Cars Registry Ltd. saw a wide variety of automotive businesses establish or migrate their web presences to one of the three new gTLDs. Charge, a UK-based start-up, uses charge.auto to market its software-based, environmentally friendly smart trucks. In the U.S., automotive dealers are using .CARS to align their brands with their geographic areas (e.g., arizona.cars). And DropCar, a tech start-up that offers app-based valet parking services, recently moved its website from dropcar.com to drop.car. In addition, Fortune 500 companies such as [Apple](#), have registered their domain names on one of these new gTLDs to further their brands' missions in the automotive space.

## TRIVIA



Date TLDs available on the Internet: **20 January 2016**



Number of registrations: **Nearly 1,200 (across all 3 gTLDs)**



**.CARS, .CAR, and .AUTO have attracted registrations from companies in more than 20 countries, including China, Germany and the U.S.**

# New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

## THE NEW GTLD PROGRAM BY THE NUMBERS



### gTLD Key Stats

**1930**

total applications received by the deadline (May 2012)

**1300+**

new gTLDs or "strings" possible



### Language Options

**1st** time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.



### Applications By Region

**17** Africa      **675** Europe

**303** Asia/Pacific      **911** North America

**24** Latin America/Caribbean



### Safeguards In Place

**17** new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.



One World, One Internet

