

# Prospectus

## Domain Name Set: Mexican Vehicle Domains

WebGrow, Inc. / per [Name of Brokerage]

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## Introduction

WebGrow, Inc., is offering for sale a portfolio of domain names pertaining to the vehicles market in Mexico that would confer an ongoing, powerful strategic advantage and revenue generator to any vehicle manufacturer that deploys them effectively.

The portfolio will be sold only as a set, so there can be only one buyer.

That buyer will be either your own company, or a competitor.

We have engaged the services of [Name of Brokerage] as a broker to negotiate the sale on our behalf. Please direct all communications through them.

This document presents the domains and also their advantages to a vehicle maker or dealer.

Thank you.

— Keith Borden, Co-Owner  
WebGrow, Inc.

## The Domain Names: Overview

For 39 terms related to selling vehicles in Mexico, we have a total of 108 domains with .MX, .COM.MX and .COM extensions, distributed as follows.

	.MX	.COM.MX	.COM	Total
English	29	18		47
Spanish	32	23	6	61
Total	61	41	6	108

In addition, there are three related domains that are less obviously 'vehicle' domains, but which would still be of interest to many vehicle companies: hogs.mx, mower.mx and mowers.mx.

A table of the domain names is on pp. 3-5.

The advantages of investing in these domains are presented on pp. 6-11.

Mexican Vehicle Domains						
	English			Spanish		
Meaning	.MX	.COM.MX		.MX	.COM.MX	.COM
Best Car	bestcar.mx	bestcar.com.mx		mejorcoche.mx	mejorcoche.com.mx	
Best Cars	bestcars.mx	bestcars.com.mx		mejorescoches.mx	mejorescoches.com.mx	
Best Truck	besttruck.mx			mejorcamion.mx	mejorcamion.com.mx	mejorcamion.COM
Best Trucks	besttrucks.mx	besttrucks.com.mx		mejorescamiones.mx	mejorescamiones.com.mx	mejorescamiones.com
Boat	boat.mx					
Buses	buses.mx					
Car Sale		carsale.com.mx		ventadeauto.mx	ventadeauto.com.mx	
Car Sales				ventadecoche.mx ventasdeautos.mx ventasdecoche.mx ventasdecoches.mx	ventadecoche.com.mx ventasdecoche.com.mx ventasdecoches.com.mx	ventasdecoche.com
Crossovers	crossovers.mx					
Cycles	cycles.mx					
Electric Car	electriccar.mx	electriccar.com.mx		cocheelectrico.mx	cocheelectrico.com.mx	
Electric Cars	electriccars.mx	electriccars.com.mx		cocheselectricos.mx	cocheselectricos.com.mx	
Electric Truck	electrictruck.mx	electrictruck.com.mx		camionelectrico.mx	camionelectrico.com.mx	
Electric Trucks	electrictrucks.mx	electrictrucks.com.mx		camioneselectricos.mx	camioneselectricos.com.mx	
Electric Vehicle		electricvehicle.com.mx		vehiculoelectrico.mx		
Electric Vehicles	electricvehicles.mx	electricvehicles.com.mx		vehiculoselctricos.mx		

Mexican Vehicle Domains						
	English			Spanish		
Meaning	.MX	.COM.MX		.MX	.COM.MX	.COM
Hybrids	hybrids.mx			hibridos.mx		
Minis	minis.mx					
Minivans	minivans.mx	minivans.com.mx				
Motorcycle	motorcycle.mx			motocicleta.mx		
Motorcycles	motorcycles.mx					
New Car	newcar.mx	newcar.com.mx		cochenuevo.mx	cochenuevo.com.mx	
New Cars	newcars.mx			cochesnuevos.mx	cochesnuevos.com.mx	
New Truck	newtruck.mx	newtruck.com.mx		nuevocamion.mx	nuevocamion.com.mx	nuevocamion.com
New Trucks	newtrucks.mx	newtrucks.com.mx		camionesnuevos.mx	camionesnuevos.com.mx	camionesnuevos.com
Pickup	pickup.mx					
Pickups	pickups.mx	pickups.com.mx				
Sale of Vehicles				ventadevehiculos.mx	ventadevehiculos.com.mx	
SUV		suv.com.mx				
SUVs	Suvs.mx			todoterrenos.mx	todoterrenos.com.mx	
Tricycles				tricitros.mx		
Trikes	trikes.mx					
Truck Sale	trucksale.mx	trucksale.com.mx		ventadecamion.mx	ventadecamion.com.mx	ventadecamion.com
Truck Sales				ventadecamiones.mx ventasdecamiones.mx	ventadecamiones.com.mx ventasdecamiones.com.mx	
Vehicle				vehiculo.mx		
Vehicle Sale				ventadevehiculo.mx	ventadevehiculo.com.mx	
Vehicle Sales	vehiclesales.mx	vehiclesales.com.mx		ventasdevehiculos.mx	ventasdevehiculos.com.mx	
Wagon	wagon.mx			vagon.mx		

Mexican Vehicle Domains						
	English			Spanish		
Meaning	.MX	.COM.MX		.MX	.COM.MX	.COM
Wagons	wagons.mx			vagones.mx		
Related Domains (included in the set)						
Hogs* (Motorcycles)	hogs.mx					
Mower	mower.mx					
Mowers	mowers.mx					
<p>* IMPORTANT: 'Hogs' is a term commonly used to refer to 'muscle-bike' motorcycles. Harley-Davidson has a trademark on 'hogs' referring to motorcycle <i>clubs</i>, but <u>not</u> on 'hogs' referring to <i>motorcycles</i>. (The company attempted to claim its applicability to the actual motorcycles, but their claim was rejected by the court on the grounds of general use of the term prior to the trademark application filing date.) Therefore, the buyer of this domain set should not use hogs.mx in connection with any motorcycle <i>club(s)</i>. Using it to refer to motorcycles <i>themselves</i> should not be a problem.</p>						

## Why Mexico?

With nearly 200 countries in the world, there's lots of places you could invest your resources in order to expand your market. Why should Mexico be high on your list?

First, there's Mexico's population and economy . . .

- Mexico is the 10th most populous country in the world [about 130 million]. It is one of the world's largest economies and a firmly established upper-middle income country. It has the 15th largest nominal GDP and is the 11th largest by purchasing power parity. The economy is strongly linked to that of the United States. Mexico in 2018 was the 6th most visited country in the world with 39 million international arrivals.

— <https://en.wikipedia.org/wiki/Mexico>

Then there's its automotive market . . .

- To date, 42 makers have official representation in the country with nearly 400 different models, making Mexico one of the most varied automotive markets in the world.
- The automotive sector accounts for 17.6% of Mexico's manufacturing sector. Mexico is the second largest automobile manufacturing nation in the Western Hemisphere, after the United States, having produced 4 million vehicles in 2017.

— [https://en.wikipedia.org/wiki/Automotive\\_industry\\_in\\_Mexico](https://en.wikipedia.org/wiki/Automotive_industry_in_Mexico)

Finally, there its online population . . .

- The year 2020 ... left some valuable lessons, among them the necessity of connectivity. In Mexico, the online population reached new heights.... As of 2021, [it] counted more than 90 million internet users, that is, approximately 71 percent of its inhabitants....

— [https://www.statista.com/topics/3477/internet-usage-in-mexico/#topicHeader\\_wrapper](https://www.statista.com/topics/3477/internet-usage-in-mexico/#topicHeader_wrapper)

- Mexico ... ranks 10 in number of Internet users in the world. Mexico is the country with the most Internet users among Spanish speaking countries and is currently experiencing a huge surge in demand for broadband Internet services.

— [https://en.wikipedia.org/wiki/Internet\\_in\\_Mexico](https://en.wikipedia.org/wiki/Internet_in_Mexico)

- Internet usage in Mexico has continued to increase each year, with locals now spending on average more than 7 hours a day online.

— <https://www.ding.com/community/internet-usage-in-mexico>

- The Mexican digital advertising market had total revenues of \$1,983.0m in 2020, representing a compound annual growth rate (CAGR) of 22.3% between 2016 and 2020.

— <https://www.researchandmarkets.com/reports/5350650/digital-advertising-in-mexico-market-summary>

## Why English?

Mexico is primarily a Spanish-speaking country, so are English keyword domain names a mismatch? No. You need to know the extent to which people in Mexico now use English.

- As of 2017, it is estimated that 1.2 million foreigners have settled in Mexico.... The vast majority of migrants come from the United States (900,000), making Mexico the top destination for U.S. citizens abroad.  
— <https://en.wikipedia.org/wiki/Mexico>
- The second most spoken language in Mexico ... is English, used extensively at the border areas, tourist centers and large metropolitan areas.... In border cities, American TV and radio waves in English (and Spanish) are received as much Spanish-speaking radio and TV stations from Mexico on the US side of the border.....  
— [https://en.wikipedia.org/wiki/Demographics\\_of\\_Mexico](https://en.wikipedia.org/wiki/Demographics_of_Mexico)
- English is extremely widespread, especially among the educated and the middle class who constitute the majority of the business class in Mexico.... Indeed, many Mexicans may view the ability to conduct business in English as a sign of their education...  
— <https://www.referenceforbusiness.com/encyclopedia/Man-Mix/Mexico-Doing-Business-in.html>
- Speaking English is an absolute requirement for Mexican citizens who wish to advance in a professional field. Because of close ties with the United States, many Mexican companies conduct a certain amount of their business in English.  
— <https://www.esemployment.com/articles/teach-english-in-mexico-381.html>
- Many people from Mexico who are now in the United States still have ties with Mexico. This facilitates the folks back home learning English. But the travel is two-way — Americans and others go to Mexico too, bringing their English with them.

## Why Domain Names?

Generic (non brand) vehicle domain names matter for several reasons.

- Customers begin their vehicle shopping online. You may want them to go to a physical dealership, but they'll go to a website first. So you need to send them to a website.
- When you advertise on radio, TV or a billboard, and you want to send people to a website, you can't give them a link to click. You have to give them a URL, a domain.
- Then they have to remember it. Customers easily remember a name that *fits* what they're looking for —new car / chochenuevo, or electric trucks / camioneselectricos).
- Of course you need a domain and website for your brand or company. Customers will go there if you're what they're looking for. But you need to catch those who aren't sure too.

- Customers may begin with an online search. Then when they see what they searched for as a domain in the search results, they know that site is exactly what they're looking for.
- An exact match domain with a major extension (.COM or else the local country's extension (.MX or .COM.MX in Mexico) says you own the territory — you were quick enough, smart enough or big enough to capture the preeminent domain for that market.
- With strong generic (non brand) domains, you could take business away from your competitors. But if a competitor owned them, they could use them to take business away from you. It's worth owning the domains just to prevent competitors from doing that.

## Why *These* Domain Names?

The vehicle domain names in this set offer several powerful advantages.

- They provide near-blanket coverage of the vehicle-sale territory in both English and Spanish. Spanish is the national language, of course. But the best customers, those who are online with money to spend, are those most likely to know and use English.
- Customers wanting a *new* vehicle often search for "new [vehicle type]". That's covered.
- Customers wanting the *best* vehicle often search for "best [vehicle type]". That's covered.
- Customers wanting a vehicle *sale* often search for "[vehicle type] sale". That's covered.
- With these generic domains, the whole country is covered. A customer going to a domain can be directed to what's relevant to them locally. This saves on advertising costs.

There are also advantages to having both the .MX and .COM.MX domain extensions ("TLDs").

- Being the Internet country code top-level domain for Mexico, .MX has a very catchy and memorable slogan saying ".MX es la nueva forma de decir Mexico", which in English sounds like ".MX is the new way to say Mexico". Its second-level TLD .COM.MX is intended for commercial websites....

— <https://www.ntchosting.com/domains/com-mx/>

- If you want to establish a presence in Mexico, a .MX domain is a must. If you are a worldwide company, having a .MX domain lets the people of Mexico know that you want their business. A .MX domain name provides credibility, allowing your website to be a part of Mexico's ever growing economy.

— <https://www.dynadot.com/domain/mx.html>

- Mexico is one of the fastest growing online markets. By registering a .COM.MX domain you can showcase that your company serves the Mexican, Spanish speaking market. Using a localized domain name like .COM.MX demonstrates your commitment to local customers and the local economy.

— <https://www.dynadot.com/domain/com.mx.html>

- Country Code Top Level Domains (ccTLDs) provide an extra layer of information to the search engine that helps it ... provide relevant results to the searcher. A ccTLD helps search engines understand your site and audience by geo-location.... This affects where and when your website will be listed in the search engine results pages.  
— <https://www.webcentral.au/blog/does-my-domain-name-affect-my-seo-ranking/>
- Country code Top Level Domains (ccTLDs) are two-letter domains assigned to specific countries. For example, .us is for the United States, .ca is for Canada, and .uk is for the United Kingdom. To improve international SEO, you may choose to create a unique ccTLD site for each country where your products or services are available.  
— <https://blog.hubspot.com/marketing/international-seo>
- A country code domain name can improve your search engine optimization (SEO) efforts. That's because it helps search engines easily determine your website's target region, so they know that your business site is particularly relevant to users in that geographic location. ... Another advantage of using a country domain is that local businesses don't need to rely on geo-targeting ads to attract relevant customers....  
— <https://ipsnews.net/business/2022/10/25/the-benefit-of-using-country-code-tld-for-your-business-website/>
- [A] country code domain name helps our [Google's] systems to geotarget for that country....  
— <https://www.searchenginejournal.com/does-domain-extension-affect-seo/431956/>

There are particular advantages to owning these domains as a *set* (see below).

## Why a Domain Name Set?

This set has over 100 domains. Will you be using them all at once? Probably not. Do you even need them all for your own use? Probably not. *But that's not the point.*

The point of getting the whole set is fourfold:

- You can use any of the domains when you need them, now and forever.
- As long as *you* have them, *competitors can't use them. Ever.*
- The set allows you *a degree of blanket coverage that competitors can't match.*
- This gives you a *permanent competitive edge that can't be duplicated. Ever.*

Imagine a football game where the opposing team has a very powerful player — but because of their penalties, he's their only player still on the field. Your own team can very easily run around him. However, a whole team that's as strong as that player can be very hard to beat.

Similarly, if you had a couple of the domains in this set, competitors could very easily "run around you" with comparable domains. But if you got the whole set, you wouldn't be leaving power on the field for your competitors to pick up. That would make you much harder to beat.

- But if a competitor got the whole set, *they* could beat *you* with it, and *they* would be harder for *you* to beat. *Forever.*

*One company* that's smart enough to understand this will gain the massive leverage this advantage provides. *Only one company*, because *we will not break up the set.*

The advantages of deploying a set of domains, rather than a single site or just a few, are many.

- Each site tells customers they're in exactly the right place for what they're looking for.
- Each site can be customized with both images and text to match its unique focus.
- Each site can link to all the others in a tightly integrated network — either with redirects (if the theme is exactly the same) or with links (if they're different) — making customer navigation among them easy or seamless while impressing with your broad reach.
- The mutual linking in a tightly integrated network will help enormously with SEO, since the traffic to *each* site will boost the search engine ranking of *all* the sites.

These network advantages make it imperative that all these domains be kept together as a set. Deployed as an integrated set, the domains will become *strongly synergistic: the whole will be much, much greater than the sum of its parts.* So again . . .

- *We will not break up the set* by selling some domains to one company, some to another. This assures you that we won't dilute the advantage of owning them — or dilute the disadvantage of not owning them.

*The full advantage will go to one buyer.*

*The full disadvantage will go to all of that buyer's competitors.*

All the vehicle companies in Mexico could benefit, but only one will. All the rest will be hurt.

Frankly, any one or two of these domains, by themselves, would be something you could probably afford to ignore. But not the *set*. The *set* covers too much ground. It's a *must*-have.

## What Are They Worth?

In a competitive bidding situation, how much should you be prepared to pay for this domain set?

You might think to turn to domain appraisal services for answers. They could appraise each of the domains, add them up and give you a number for the total. A sophisticated service might even add in something for the synergistic effect of a set. This seems like an obvious approach.

But it would be a major mistake. It's important to understand why the appraisal services would get it wrong, so you don't lose the set to a more savvy competitor.

Domain appraisal sites value domains based on sales of domains they consider similar. But who bought those other domains? And for what purpose?

There are two types of domain buyers:

- Domain investors (“domainers”): Parties (like WebGrow) that purchase domains as an investment, hoping to resell them at a profit — often to other domainers.
- End users: Parties (in this case, insurance companies) that purchase domains to use as an integral part of their business.

Since domainers are buying to resell, they try to buy at bargain prices. These push the average market price for similar domains downward, and that affects appraisal service valuations.

What appraisal services don't take into account, and *can't*, is all the factors that contribute to the profit potential of this domain set for your company if you own it, as well as the loss potential for your company if a competitor owns it instead.

*Only your own company* has the information necessary to estimate these two factors, which are unique to your company because they are different for every company. How could the not be?

Savvy end users value domains on a different basis. They ask two critical questions:

- How much additional profit can I expect to make if I deploy this asset effectively?
- How much business can I expect to lose if a competitor deploys this asset effectively?

Of course, in the case of a set, these questions need to be asked for the set as a whole, bearing in mind the synergistic effect of deploying the domains as an integrated network, as well as the effect of having close to blanket coverage while depriving competitors of the same.

So for an end user, the criteria by which domainers value domains, as well as any appraisals based on market prices, are completely irrelevant. Instead, all that's relevant is an estimation of the impact that owning the domains, or not owning them, could have on their business.

For more on valuating domain names, please see articles 13-23 in the author's LinkedIn article series, *What Businesses Need to Know about Domaining*:

<https://www.linkedin.com/pulse/table-contents-series-what-businesses-need-know-domaining-borden/>

## Disclaimer

Mexico is a complicated country with a complicated history. Any generalizations made “from 30,000 feet” — especially by an outsider — are bound to distort issues that certain people feel strongly about for very legitimate reasons.

In writing this overview — for the benefit of a select audience, for a very specific purpose — I made my best effort to be accurate and objective within the confines of brevity. Please forgive any distortions or biases which nevertheless inadvertently found their way into my words. I encourage you to do your own research, to correct any inaccuracies herein.