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## WheelsNeedDeals launches as Groupon for cars

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Seeking to be the Groupon of the automotive world, [WheelsNeedDeals.com](#) recently launched in Plainview, offering weekly deals on anything from oil change packages to key finders.

Using a collective buying approach, the website is able to offer discounts on a variety of car-related products and services.

While online deals are available nationwide, deals for individual brick-and-mortar stores are currently only available in the Long Island and Queens markets.

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Family Auto in Baldwin and Bethpage Car Wash in Bethpage have already signed on with [WheelsNeedDeals.com](#) to offer discounted services.

"Car owners want to know that their automobile is being taken care of by top-level professionals," said Jeff Cohen, WheelsNeedDeals' co-founder and vice president of operations. "Before we sign a merchant to our program, all WheelsNeedDeals potential merchants are thoroughly vetted by our staff to ensure our members a hassle-free experience with merchants they can trust."

Cohen founded the company along with fellow Plainview residents Jimmy Palakis and Jared Kugel. The trio also offer weekly [car-care tips](#) through the website's blog.

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