

Kildare-based Finlay Motor Group wins €10,000 in prize money as part of .IE's 20th anniversary celebration

- To mark its 20th anniversary and recent rebrand, .IE launched a €20,000 prize fund for .ie domain holders/customers with an established .ie website
- Finlay Motor Group intends to use the cash prize to enhance the features and SEO of their current website to make it easier for customers to shop online at www.finlaymotorgroup.ie
- .IE comment: "Finlay Motor Group is testament to the ingenuity and resilience of Irish SMEs and we are delighted to support them in investing and developing their online business."

.IE, the guardians of Ireland's unique online .ie address, has today announced Naas-based Finlay Motor Group the overall winner of a €10,000 prize to celebrate .IE's 20th anniversary and recent rebrand.

As part of the competition, a total prize fund of €20,000 was awarded to three individual .ie domain holders (1 x €10,000 and 2 x €5,000). The other prize winners were 1 Step More, a navigation training course operator (www.1stepmore.ie) and Meath Springboard Family Support Services (www.meathspringboardfamilysupportservices.ie).

The competition was devised to provide .ie domain holders, including businesses, individuals or community groups, with the opportunity to win a one-off cash prize to enhance their online presence and upgrade or enable e-commerce functionality, which, particularly during the Covid-19 pandemic, has allowed many to continue to trade and in some cases, to grow, while bricks and mortar premises have been closed.

Finlay Motor Group intends to use the cash prize to invest in its website including SEO, usability and new features such as a video chat app.

.IE celebrates 20 years

2020 marks 20 years in business for .IE, the guardians of Ireland's unique online address, .ie.

In that time, the company has led the advancement of Ireland's internet ecosystem, working with businesses, communities, and people to educate, guide, and support them on their internet journey and to highlight the benefits of an online presence.

The careful guardianship and management of the .ie domain has resulted in it becoming Ireland's most trusted domain, with 77% of Irish consumers preferring a .ie website when buying online.* The .ie domain now has 51% of the hosted market in Ireland, followed by .com with 33% market share.

2020 sees spike in .ie domains

A total of 54,852 domains have been registered in 2020 so far, with a huge spike witnessed in the months of April to September as a result of the Covid-19 pandemic, a 39% increase in registrations on the previous year.

There are currently 306,280 .ie domains in the database. (correct at November 2020).

Comment

David Curtin, CEO of .IE, said: "We are delighted to announce Finlay Motor Group as one of three overall winners of our 20th anniversary celebration prize fund.

“In its competition entry, Finlay Motor Group highlighted its commitment to its locality of Naas, Co. Kildare and the importance of .ie to highlight to consumers that it is an Irish owned and operated business.”

“The internet continues to rapidly evolve, and it is critical that the .ie community evolves in parallel. This has never been more apparent than in recent months. Since the outbreak of Covid-19, we have seen up close the capacity for the online community to sustain traditional bricks and mortar Irish SMEs trading through Covid-19.

“This need for businesses to pivot online has become even more apparent in recent weeks since entering Level Five restrictions. Those businesses with the capability to quickly adjust to an online marketplace will ultimately emerge from the current Covid crisis all the stronger in the long run. Finlay Motor Group is testament to the ingenuity and resilience of Irish SMEs and we are delighted to support them in investing and developing their online business.

“As people rush to buy online in the coming weeks and in the run up to Christmas, I would ask people to think Irish and where possible look to buy from .ie websites so we can all support local Irish businesses in these difficult times.

“As we move into our next chapter as a business, it only seemed right to mark the occasion with a change to our name, one that aligns with our purpose and ambition to empower people, communities and businesses across Ireland to thrive online.

“We are excited to share the celebration of our 20th anniversary with the .ie community and mark this new phase of our journey as .IE moves forward with confidence into 2021.”

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Notes to editor

*.IE Consumer Trust Survey 2020

**CSO figures for 2019

***.IE Domain Profile Report 2019

About .IE

.IE is the national registry for .ie domain names and is the trusted and progressive guardian of Ireland’s unique online .ie address. We operate the domain name system (DNS) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public WHOIS lookup service for .ie domains.

Our purpose is to enable and empower people, communities and business across Ireland to thrive online.

In cooperation with our Registrars, technical partners and stakeholders we help advance Ireland’s internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

.IE is committed to digital advocacy for the SME community. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and support SME organisations to improve their members' online presence and e-commerce capabilities so they can unlock the power of the internet.

We also produce fact-based research for the business community and policymakers, such as the [.IE Tipping Point Report](#), charting the attitudes of Irish SMEs and consumers to digital during the Covid-19 pandemic.

We are focused on providing excellence in customer service through its ongoing customer experience (CX) innovation and improvement programmes. Since March 2018, it is easier and faster to register a .ie domain. There are over 300,000 domains in the database.

Based in Dun Laoghaire, Co Dublin, .IE employs 22 people.

www.weare.ie