

AutoTrader.com Debuts New Advertising Campaign Featuring "The Dukes of Hazzard"

Action-packed campaign uses the iconic Duke boys to demonstrate AutoTrader's personalized car shopping experience

ATLANTA, June 10, 2014 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace®, today launched "Find Your Car Your Way," a new advertising campaign that captures a refreshed consumer experience. The campaign, featuring Tom Wopat and John Schneider, the original actors from *"The Dukes of Hazzard,"* highlights AutoTrader's tools that consumers can use to personalize their car shopping experience how they want, where they want, when they want – across all devices.

The action-packed campaign reprises the original elements of *"The Dukes of Hazzard."* While on the run from the county Sheriff, Bo and Luke Duke realize they are in need of a new vehicle. Amidst jumping through barns and outrunning the Sheriff, the Duke boys utilize AutoTrader.com's new, personalized mobile shopping tools – including text alerts and search/save functions – to shop for and find the perfect car for their future adventures.



"Thrill, energy...and cars. These are all elements brought to life in AutoTrader.com's latest ad campaign. We wanted to connect with consumers in a unique and memorable way," said John Kovac, AutoTrader Group, senior vice president, marketing. "The creative concept of 'Find Your Car Your Way' demonstrates that AutoTrader.com can help serve both the need for a new car and a busy lifestyle. So who better to illustrate that than the classic *'The Dukes of Hazzard'*? We hope to entertain consumers with the excitement and nostalgia of this campaign."

Directed by Academy Award-winning filmmaker Janusz Kaminski, the TV ads will be seen nearly every calendar day through a highly integrated media campaign that includes broadcast, radio, mobile-billboards, digital and social media and a public relations campaign. This is AutoTrader's most extensive marketing campaign ever.

The crux of "Find Your Car Your Way" is AutoTrader.com's new features such as text alerts – shoppers can opt in to receive a text when the price has dropped on a car they're interested in. Another new car shopping tool allows consumers to save searches on one device, like a computer, and continue the same search at a later time on a mobile device.

Kovac continued, "This is an exciting time at AutoTrader.com as we rollout a new experience and enhanced benefits for car shoppers. We understand that consumers are on-the-go, yet they're always connected – whether by mobile device or computer. So the 'Find Your Car Your Way' campaign is the perfect intersection of AutoTrader.com's features and the car shopper's need for personalization and efficiency."

For more information about AutoTrader.com's advertising campaign, visit www.autotrader.com/marketing.

About AutoTrader.com

Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers,

AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by AutoTrader Group. Additionally, AutoTrader Group owns Kelley Blue Book (KBB.com®) as well as companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive®, VinSolutions®, AIS Rebates™, Genius Labs® and Haystak™. AutoTrader Group is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>

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