

## **Autotrader Enlists Stars of "The Dukes of Hazzard" to Celebrate the Company's New Logo at Bristol Motor Speedway**

### **Paint scheme unveiled for Joey Logano's No. 22 Team Penske Ford**

ATLANTA, April 15, 2015 [/PRNewswire/](#) -- Hot off the heels of its new logo launch, Autotrader is racing into Bristol, Tenn., as the primary sponsor of Team Penske driver Joey Logano at the Food City 500 on April 19.

Helping to unveil the all-new paint scheme for the No. 22 Ford Fusion are Tom Wopat and John Schneider, stars of the popular Autotrader commercials which reunite the beloved Duke brothers from the hit TV show *The Dukes of Hazzard*.

"I speak for everyone at Bristol Motor Speedway when I say we are honored to welcome the Duke Boys to our track for what is sure to be a thrilling race weekend," said Jerry Caldwell, executive vice president and general manager for Bristol Motor Speedway. "We'd like to thank Autotrader for choosing our race track for the launch of their new paint scheme."

The new Autotrader No. 22 Ford Fusion, much like Autotrader's Dukes of Hazzard commercials, features a refreshed creative scheme that reflects the company's rebranding in late March. The new logo drops the ".com" and now includes an "AT" icon that draws inspiration from vehicle badges.

Throughout race weekend, the Autotrader Fanzone will be open to all race ticketholders. Guests will be invited to participate in "Car-aoke," a car-themed karaoke challenge, and can enter into a sweepstakes. The lucky sweepstakes winner will receive \$25,000 towards the purchase of a vehicle through Autotrader.

Wopat and Schneider will appear in the Fanzone for a meet-and-greet with fans from 9:30 - 10:15 a.m. ET on Sunday, April 19. They will also serve as hosts of the Autotrader Pre-Race Concert, featuring Grammy-winning band Old Crow Medicine Show.

#### **About [Autotrader](#)**

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

Autotrader is wholly owned by Cox Automotive which owns Kelley Blue Book (KBB.com®), Manheim Auctions, Dealertrack® and a portfolio of software companies that optimize inventory and advertising online. Cox Automotive is

a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

Photo - <http://photos.prnewswire.com/prnh/20150415/198737>


Photo - <http://photos.prnewswire.com/prnh/20150415/198738>

Logo - <http://photos.prnewswire.com/prnh/20150316/181852LOGO>

SOURCE Autotrader

For further information: Kristin Ballard, Assoc. PR Manager, Autotrader, 678-350-5896, [kristin.ballard@autotrader.com](mailto:kristin.ballard@autotrader.com)

---

Additional assets available online:  [Download Images \(3\)](#)

<https://press.autotrader.com/2015-04-15-Autotrader-Enlists-Stars-of-The-Dukes-of-Hazzard-to-Celebrate-the-Companys-New-Logo-at-Bristol-Motor-Speedway>