

## **Survey Reveals Surge in Road Trips Not Limited to Holiday Weekends**

**Autotrader experts share tips to find the perfect car for long journeys**

ATLANTA, May 22, 2015 /PRNewswire/ -- Memorial Day weekend is synonymous with sunshine, family fun and road trips – and this year will be no different, as more than 33 million Americans are expected to hit the road for a holiday getaway.<sup>1</sup>

Memorial Day road trips are increasingly popular among Autotrader's visitors, too, with 25 percent saying they're more likely to drive this holiday weekend than in past years. But the data also shows that it's not just about special occasions – nearly 50 percent of people take at least one long car trip each month.

"It's no surprise that many Americans have become road warriors – especially the Millennial generation – but shoppers who take frequent road trips should address these specific travel needs during the car buying process," said Brian Moody, site editor for Autotrader. "We recommend everyone bring as much of their lifestyle to the test drive as possible."

With this in mind, Autotrader editors offer tips for those looking for their perfect road trip ride:

"While it may be unorthodox, it's not unheard of to ask the salesperson if you can take the car home for the night," Moody says. "If they oblige, load the car up with your road trip essentials: baby seats, sporting equipment – even make sure your luggage fits. Of course, we're not telling you to take it on a road trip before you buy it, but you may want to take a longer test drive to gauge the seat comfort and adjustability, airflow and ergonomics of the interior. Take note of any rattling, shaking or odd sounds when you hit high speeds."

In addition to checking the basics, Moody recommends considering key road-trip features such as adaptive cruise control, heated and ventilated seats, lane-keep assist, navigation system, rear-seat entertainment system and tri-zone automatic climate control.

For more information on features to look for when searching for the perfect road trip ride, visit: <http://www.autotrader.com/research/article/best-cars/239597/6-must-have-features-for-a-memorial-day-road-trip.jsp>

For tips on riding in style this Memorial Day weekend, visit: <http://www.autotrader.com/research/article/family-car/207928/road-trip-make-your-memorial-day-travel-memorable-with-these-5-tips.jsp>

### **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.

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<sup>1</sup> Source: AAA, <http://newsroom.aaa.com/2015/05/aaa-37-2-million-americans-kick-summer-memorial-day-getaway/>

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