

Autotrader-Sponsored #Speed4Need Charity Challenge Raises \$23,500 Benefiting Foundations of Team Penske Drivers Joey Logano and Brad Keselowski

ATLANTA, April 24, 2017 /[PRNewswire](#)/ -- Autotrader's recent head-to-head charity challenge [#Speed4Need](#), in collaboration with Team Penske Monster Energy NASCAR Cup Series drivers Joey Logano and Brad Keselowski, raised a total of \$23,500 benefiting the drivers' non-profit foundations, the Joey Logano Foundation and Brad Keselowski's Checkered Flag Foundation.

Launched at the beginning of the NASCAR season in early March, the [#Speed4Need](#) campaign featured Autotrader-sponsored drivers Joey Logano and Brad Keselowski competing against each other in a series of head-to-head speed challenges on Facebook to raise both awareness and money for their respective foundations. The campaign concluded on April 16, and after tallying the final donations, Logano won the friendly competition with \$12,500 for his foundation, while Keselowski raised a formidable \$11,000 for his foundation.

"Our partnership with Team Penske drivers Joey Logano and Brad Keselowski offers plenty of thrills throughout the race season, but nothing compares to how good it feels to give back," said Jessica Stafford, vice president of marketing, Autotrader. "Autotrader takes great pride in serving the community, and the [#Speed4Need](#) campaign with our drivers lays a great foundation for how we can develop fun and engaging social media campaigns for NASCAR fans that also provide charitable benefits to help those in need."

Using Facebook as the sole platform for this supercharged program, the drivers utilized their personal pages, as well as Team Penske and each of the foundation's pages, to increase donations from fans and word-of-mouth about their respective causes. Logano and Keselowski added to their overall fundraising tally by winning a series of challenge rounds as part of the campaign, and Autotrader contributed \$500 to the winner of each challenge round.

Autotrader has sponsored drivers Joey Logano and Brad Keselowski for several NASCAR seasons, announcing its [multi-year extension](#) with Team Penske in early 2016.

The Joey Logano Foundation invests in organizations offering second chances to children and young adults during times of crisis, and works to inspire others to live a life of generosity. Brad Keselowski's Checkered Flag Foundation honors and assists those who have sacrificed greatly for our country while getting back on their feet. To learn more about the Joey Logano Foundation and Brad Keselowski's Checkered Flag Foundation, please visit <http://joeyloganofoundation.com/> and <http://www.checkeredflagfoundation.org/>.

You can learn more about Autotrader Team Penske drivers and view the full charity challenges at [Speed4Need.com](#).

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

About Cox Automotive


Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises Inc., an Atlanta-based company with revenues exceeding \$20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

About Team Penske

Team Penske is one of the most successful teams in the history of professional sports and celebrated its 50th Anniversary in 2016. Cars owned and prepared by Team Penske have produced more than 440 major race wins, over 500 pole positions and 29 National Championships across open-wheel, stock car and sports car racing competition. In its storied history, the team has also earned 16 Indianapolis 500 victories, two Daytona 500 Championships, a Formula 1 win and overall victories in the 24 Hours of Daytona and the 12 Hours of Sebring. Team Penske currently competes in the Verizon IndyCar Series, the Monster Energy NASCAR Cup Series and NASCAR XFINITY Series. The team also races in the Virgin Australia Supercars Championship, in a partnership with Dick Johnson Racing, as DJR Team Penske. For more information about Team Penske, please visit www.teampenske.com.

SOURCE Autotrader

For further information: Nichole Mrasek, 678-429-7627,
nichole.mrasek@coxautoinc.com

Additional assets available online:  [Download Images \(1\)](#)

<https://press.autotrader.com/2017-04-24-Autotrader-Sponsored-Speed4Need-Charity-Challenge-Raises-23-500-Benefiting-Foundations-of-Team-Penske-Drivers-Joey-Logano-and-Brad-Keselowski>