

## **Autotrader Celebrates National Dog Day, Names Great Cars For Dog Lovers**

ATLANTA, Aug. 23, 2017 /[PRNewswire](#)/ -- Autotrader, the premier online car shopping destination for consumers to find and buy their next car, today announced its fourth consecutive celebration of National Dog Day on August 26, by naming the "Great Cars for Dog Lovers." Based on a recent Autotrader consumer survey, nearly two-thirds (or 63 percent) of dog lovers actively seek vehicles that accommodate their four-legged companion.<sup>1</sup> With that in mind, Autotrader's expert editorial team curated a list of cars that offer comfort and safety features for both human and dog passengers.

"We've rounded up seven great cars that are perfect for dog owners," says Brian Moody, executive editor at Autotrader. "The vehicles on our list are equipped with key features such as fold-flat seating, rear seat covers and low ride height that allow dog lovers and their pets to have a safe, comfortable and enjoyable experience on the road."

Vehicles on this year's list of "Great Cars for Dog Lovers" include:

2017 BMW X5  
2018 Chevrolet Equinox  
2017 Honda Fit  
2017 Chrysler Pacifica  
2017 Nissan Rogue  
2018 Subaru Crosstrek  
2018 Volvo XC60

\*Models are unranked, listed in alphabetical order

With a new car, comes the iconic new car smell. It is a sense of pride for car owners and is instantly recognizable to all – the same can be said for dog owners. To celebrate National Dog Day, Autotrader is introducing a "New Dog Smell" car air freshener, giving dog owners the chance to freshen up their cars with a lovable puppy-inspired scent and relive that first ride home with their pet companion.

Autotrader is giving dog-loving car shoppers and owners a chance to get their hands on these limited-edition "New Dog Smell" car air fresheners – for free. To enter for a chance to receive one of these unique new products, consumers can simply visit [Autotrader.com/DogDay](https://www.autotrader.com/DogDay) and follow the prompts.

Additionally, for every air freshener given out, Autotrader will donate to

[Adopt-a-Pet.com](http://Adopt-a-Pet.com), North America's largest non-profit pet adoption website, to help support the adoption and well-being of our four-legged friends – the real mission at the heart of National Dog Day.

For consumers unable to secure a limited edition car air freshener, Autotrader encourages dog owners to celebrate National Dog Day by taking their best friend on a road trip, and giving their car that new dog smell.

For more information about the vehicles on the list and learn more from Autotrader's experts on pet safety tips when driving and much more, visit [Autotrader.com/DogDay](http://Autotrader.com/DogDay).

<sup>1</sup> Source: Autotrader Quick Poll 2017

### **About [Autotrader](http://Autotrader.com)**

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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**About Adopt-a-Pet.com**

[Adopt-a-Pet.com](http://adopt-a-pet.com) is North America's largest non-profit pet adoption website. We help over 17,000 animal shelters, humane societies, SPCAs, pet rescue groups, and pet adoption agencies advertise their purebred and mixed breed pets for free to millions of adopters each month. Sponsored by the pet lovers at Purina, the Petco Foundation, Petco, and Bayer AnimalHealth LLC, we help homeless dogs, cats, and even rabbits and other animals go from alone to adopted. But we don't stop there. [Adopt-a-Pet.com](http://adopt-a-pet.com) also provides valuable information on the human/companion animal relationship to help keep pets healthy and successfully living in their loving homes.

SOURCE Autotrader

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