

Honda and Acura Certified Pre-Owned Vehicle Enhancement Helps Autotrader Shoppers Buy With Confidence

ATLANTA, Oct. 4, 2017 /PRNewswire/ -- Honda and Acura have introduced a new digital application to its Certified Pre-Owned program, adding even more transparency to the car buying process for consumers shopping on Autotrader. Launching this week on Autotrader, car shoppers will now be able to review and download the 182-point inspection report for select Honda and Acura vehicles listed by participating dealers. Honda and Acura have created a 182-point vehicle inspection badge that will be integrated on the VDPs (Vehicle Details Pages) for consumers to easily identify these featured listings on Autotrader.

Honda and Acura Certified Pre-Owned Program

Not all Certified Pre-Owned (CPO) vehicle programs are created equal. Each Honda and Acura vehicle is reconditioned, inside and out, to create a certified ownership experience. All vehicles are under six years old with less than 80,000 miles and have a 12-month/12,000 mile Certified Limited Warranty. Each vehicle must also pass a 182-point vehicle inspection and is covered by an extensive Roadside Assistance program.

About Autotrader

Autotrader connects with more actual car buyers than any other third-party listing 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 Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, financial, retail and wholesale 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 32,000-plus 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.

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