

Autotrader Celebrates 20th Anniversary as Online Car Shopping Pioneer

ATLANTA, Oct. 16, 2017 /[PRNewswire](#)/ -- Car shopping has come a long way over the last 20 years, from the days of fliers and circulars, to today's connected experience seamlessly blending the online to in-store shopping journey. As the first nationwide online car shopping site, Autotrader has been at the forefront of digital automotive retail innovation since it was established in 1997.

"Autotrader invented online car shopping and constantly strives to re-imagine the category," said Brian Geitner, president of Cox Automotive Media Solutions. "The transformation of our brand and the car shopping experience go hand-in-hand, and we'll continue to adapt and enhance Autotrader as consumer behaviors and appetites change."

Autotrader's beginning coincides with the rise of the Internet era and its impact on how consumers received information. Paper-based vehicle listings were steadily eclipsed by a more convenient and up-to-date online inventory experience for both the buyer and the seller. Video and editorial content, along with user-generated reviews and the introduction of Autotrader's mobile app soon followed, helping better educate consumers looking to find and buy their next car.

"We've always tried to stay ahead of the curve", said Chuck Nasiadka, Director of Pre-Owned Operations, Baglier Automotive in Butler, Pennsylvania. "We went online with Autotrader using a laptop and dial up service somewhere between 2000 and 2001. I've placed my faith in the fact they were there first, they have the most knowledge in the space and shoppers still mention Autotrader the most."

Fulfilling its mission to be the leading resource of automotive consumer insights, Autotrader unveiled its annual Cox Automotive Car Buyer Journey study in 2016, designed to inform dealers on consumer car-shopping behavior and preferences. The study also provides perspective on the overall perception of the dealer experience and the importance of having a best-in-class online presence.

Over the last [20 years, Autotrader](#) has hosted more than 2 billion car shoppers and featured over 350 million vehicle listings on Autotrader.com. The [10 Most-Searched Cars on Autotrader](#) include:

1. [Ford F-Series](#)
2. [Chevrolet Silverado/GMC Sierra](#)
3. [Jeep Wrangler](#)

4. [RAM 1500/2500](#)
5. [Chevrolet Camaro](#)
6. [Toyota Tacoma](#)
7. [Ford Mustang](#)
8. [Jeep Grand Cherokee](#)
9. [Chevrolet Tahoe](#)
10. [Toyota Tundra](#)

Note: Based on search history on Autotrader from July 2009 to July 2017.

According to Autodata Corp., three of the five most searched cars on Autotrader also have been top sellers in the U.S. – Ford F-Series, Chevrolet Silverado and Ram 1500.

For more information and news from Autotrader, view our [What A Ride Anniversary video](#), or visit www.autotrader.com, or follow us on Twitter ([@autotrader](#)), Instagram ([@autotrader_com](#)), Facebook ([Autotrader](#)) and Snapchat (Autotrader_com).

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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