

## **Autotrader and Brad Keselowski's Checkered Flag Foundation Team to Support America's Heroes**

ATLANTA, Feb. 22, 2019 /[PRNewswire](#)/ -- Autotrader is teaming up with Brad Keselowski's Checkered Flag Foundation to honor America's heroes for the Monster Energy NASCAR Cup Series race weekend at the Atlanta Motor Speedway on February 22 to 24, 2019 . Brad Keselowski, driver of the No. 2 Autotrader Ford Mustang for Team Penske, launched the return of the Tribute 2 Veterans program last fall to raise money for veterans during their road to recovery.

During the Tribute 2 Veterans campaign, from November 2018 to January 2019, friends and family of former service members submitted a veteran's name to be featured on the No. 2 Autotrader Ford Mustang. Cox Automotive, parent company of Autotrader, also extended the invitation and encouraged current veteran employees from all Cox Enterprises, Inc. companies to submit their names. The paint scheme will feature 58 Cox employee names and more than 140 veterans in total. The proceeds for each submission benefited the Checkered Flag Foundation, and as a special thank you, each veteran will receive a piece of the No. 2 Autotrader Ford Mustang displaying their name.

"Our company has a strong tradition of supporting communities, and there is nothing more satisfying than finding a connection between our Autotrader values and our close partnership with Team Penske," said Greta Crowley, vice president of marketing for Autotrader. "As a company with more than 1,700 active veteran employees across Cox Enterprises, we care deeply about our veteran community and together we can continue to make strides in strengthening the support offered to America's heroes."

In addition to partnering with the Checkered Flag Foundation on the Tribute 2 Veterans campaign, Autotrader donated an additional \$10,000 to Keselowski's non-profit foundation. 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 Brad Keselowski's Checkered Flag Foundation, please visit <http://www.checkeredflagfoundation.org/>.

Autotrader enters its sixth season with Team Penske, sponsoring drivers Joey Logano and Keselowski, and continues to be an associate sponsor on both cars for the full Monster Energy NASCAR Cup Series season.

For more information and news from Autotrader, visit [press.autotrader.com](http://press.autotrader.com), follow us on Twitter at [https://twitter.com/Autotrader\\_com](https://twitter.com/Autotrader_com) (or @Autotrader\_com), Instagram

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### **About Team Penske**

Team Penske is one of the most successful teams in the history of professional sports. Cars owned and prepared by Team Penske have produced more than 500 major race wins, over 570 pole positions and 34 Championships across open-wheel, stock car and sports car racing competition. Over the course of its 53-year history, the team has also earned 17 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 INDYCAR, the Monster Energy NASCAR Cup Series, the NASCAR XFINITY Series and the IMSA WeatherTech SportsCar Championship. 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](http://www.teampenske.com).

### **About Autotrader**

Autotrader is the most recognized third-party car listings brand, with the most engaged audience of in-market car 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 car shopper 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 and retailing solutions allow consumers to build their deal online, and 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. makes buying, selling and owning cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader<sup>®</sup>, Dealer.com<sup>®</sup>, Dealertrack<sup>®</sup>, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, NextGear Capital<sup>®</sup>, VinSolutions<sup>®</sup>, vAuto<sup>®</sup> and Xtime<sup>®</sup>, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. [www.coxautoinc.com](http://www.coxautoinc.com)

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