

## **Comedian Kenan Thompson Shows How Easy Car Buying from Home is in New Autotrader Campaign**

### **Iconic Comedic Actor Touts Autotrader's At-Home Car Buying Features in New "Finally, It's Easy" Ads**

ATLANTA, Oct. 11, 2021 /PRNewswire/ -- Autotrader today releases the latest in its "Finally, It's Easy" campaign with all-new creative starring beloved comedic actor and entertainer Kenan Thompson. Created in partnership with award-winning global agency 72andSunny New York, the new ads feature Thompson demonstrating how easy it is to buy a car from home with Autotrader. Thompson showcases how buyers can shop the largest selection of new and used vehicles online, test drive and buy from home and get the car delivered right to your door.

The new ads feature Kenan Thompson demonstrating how easy it is to buy a car from home with Autotrader. *Finally, It's Kenan* — from lead roles as a child television star in shows like *All That* and *Kenan and Kel* to now being an Emmy® Award winner and the longest-running cast member on *SNL* with his own sitcom, *Kenan*,

Thompson's iconic voice and comedic chops bring levity and charm to Autotrader's latest TV and radio ads. In the [new 15- and 30-second TV spots](#), Thompson talks to his home's AI-enabled smart devices and appliances, casually discussing how easy it is to buy a car from home with Autotrader.

In addition to the next installment in the "Finally, It's Easy" ad campaign starring Thompson, Autotrader will also debut supporting creative for digital and social media. The concepts focus on how easy and hassle-free it is to buy a car from home with Autotrader, highlighting these specific features:

- Inventory: Shop the largest selection and widest variety of new and used vehicles.
- Shop by Payment: Shop by real monthly payments that fit your budget.
- Test Drive: Test drive a car from local dealers at home with no obligations.
- Price Confidence: Enjoy pricing transparency and feel confident in the deal with Kelley Blue Book's Price Advisor found on Autotrader, based on up-to-date real transaction data from the industry's most-trusted resource.
- Home Delivery: Get your car delivered right to your door by a local dealer.

"We understand there can be a lot of different anxieties that go along with car-buying — from deciding which type of vehicle you want to buy, finding the right one, test driving, negotiating the price and more — but we want people to know that with Autotrader, it really doesn't have to be that hard," said Greta Crowley, vice president of marketing for Autotrader. "The ease of car buying from home with Autotrader means you can let those worries go — and Kenan's comedic brilliance brings to life all of the tools and information Autotrader has to make shopping, test driving and buying a car from home stress-free and easy."

This is the perfect time for Autotrader, with the return of fall TV and the NFL, to ensure high visibility across the season's most-watched programming. Amplification across a number of television, streaming, digital, social and audio partners —including Fantasy Football and a Twitter NFL sponsorship — give Autotrader the opportunity to reach younger audiences while aligning with evolving viewership habits.

For more information and advice from Autotrader on vehicle supply and related pricing, visit <https://www.autotrader.com/finallyitseasy>.

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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>.

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