

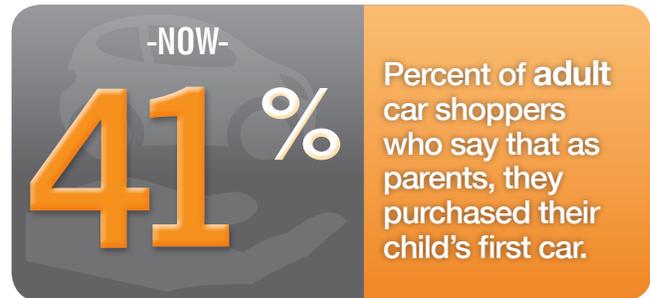
August 30, 2012

FIRST-TIME CAR BUYERS HIT THE ROAD THANKS TO THEIR PARENTS' POCKETBOOKS

Parents are Taking Over the Responsibility of Purchasing Their Child's First Car



Source: AutoTrader.com Survey, Summer 2012



Source: AutoTrader.com Survey, Summer 2012

Top Reasons Parents Make the Purchase for Their Children

#1 Reason

Parents want control to ensure a good car for their children.

#2 Reason

Parents feel obligated to help their children.

Source: AutoTrader.com Survey, Summer 2012

Vehicle Features Most Important to Parents



Source: AutoTrader.com Survey, Summer 2012

10 Cars that Offer Parents Great Value and Peace of Mind

