# AutoTrader.com Introduces "News and Reviews Showcase" App for Windows 8 Release Preview

**New app, which features the Windows Metro style user interface, highlights AutoTrader.com's wide variety of expert editorial content, including automotive news, car reviews and more.**

ATLANTA, June 4, 2012 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace, today announced the release of an inspirational app called the AutoTrader.com News and Reviews Showcase for Windows 8 Release Preview. The app is designed to inspire early Windows 8 users by leveraging the full potential of the new platform and to expose users to a key AutoTrader.com offering--expert editorial news, reviews and videos--which have not previously been featured in an app environment. AutoTrader.com is the first automotive company to develop an app for Windows 8 Release Preview.

Instead of following the structure of AutoTrader.com's other app offerings, which focus on searching inventory, the News and Reviews Showcase app highlights the large number of expert articles, vehicle reviews, photo galleries and videos AutoTrader.com's editorial team produces each week.

"We were thrilled to work with Microsoft on an inspirational app for the Release Preview of Windows 8. With a keen focus on innovation, we capitalized on the opportunity to create a unique and interactive experience that both highlights our expert editorial coverage and fully exploits the Metro style UI," said Steve Greenfield, vice president of product management at AutoTrader.com.

The AutoTrader.com News and Reviews Showcase is built around the Metro style UI and fully leverages the interactive user experience of the operating system on all Windows 8-powered devices.

"We are extremely excited to collaborate with innovative leaders such as AutoTrader.com," said Aidan Marcuss, senior director of Windows Core Marketing and Ecosystem. "The app shows off AutoTrader.com's thought leadership and is sure to create enthusiasm and inspiration for auto enthusiasts around the world."

The app contains seven sections that highlight original AutoTrader.com editorial content: Latest, Reviews, News and Info, Green, Technology, Celebrity Cars for Sale and Video.

- **Latest** features the most recent articles from the AutoTrader.com site. The editorial team publishes approximately eight articles each weekday, ensuring users a robust stream of new content on a regular basis.
- **Reviews** gives users access to the ever-increasing number of new and used vehicles reviews from the AutoTrader.com site.
- **News and Info** includes content on everything from auto show coverage to new model introductions and other major happenings in the industry.
- **Green** takes users to content on fuel saving and other environmental topics.
- **Technology** features information on the latest gadgets and tech for vehicles.
- **Celebrity Cars For Sale** is a unique section that showcases stories about vehicles for sale on AutoTrader.com that have had a celebrity owner.
- **Video** takes users to articles with video content as well as new and used vehicle video reviews.

Each article that discusses a specific vehicle make/model provides users with a link that will open Internet Explorer and take users directly to the AutoTrader.com Search Results Page where they can view inventory for that vehicle.

In addition to showcasing the wide variety of expert editorial content, the AutoTrader.com News and Reviews Showcase app offers several features that enhance the overall user experience. Users can bookmark articles and pin sections that are of particular interest to them on their start screen. This pinning functionality creates tiles on the start screen for direct access to a user's favorite sections in the AutoTrader.com app. And finally users can easily search the app using the Search charm, as well as share articles with their networks using the Share charm.

**About AutoTrader.com**

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts millions of unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates one other auto marketing brand, AutoTraderClassics.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book

(kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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