AutoTrader.com Launches Samsung Smart TV App

AutoTrader.com's Product Innovation Team explores new ways to educate and inform car shoppers

ATLANTA, Jan. 3, 2013 /PRNewswire/ -- AutoTrader.com is continuing to redefine the automotive shopping experience by releasing a new app for Samsung Smart TVs.

"People are increasingly using mobile, consoles, TVs and many other emerging technologies to gather automotive information and make purchase decisions," said Nick Park, director, AutoTrader.com product innovation. "This app is just one example of how we're responding to that shift."

Customers can now download the AutoTrader.com app from the Samsung Smart TV App Store. The app showcases video reviews of new cars from AutoTrader.com's expert editorial staff, as well as video shopping tips and advice. The visual, intuitive interface allows shoppers to search for information by brand, segment or by typing in a search term of their choice. The app is compatible with all 2008 through most 2012 Samsung televisions equipped with Smart TV.

This app is the latest public endeavor from AutoTrader.com's Product Innovation Team – a dedicated group of developers and programmers who are focused on creating new technologies that push the limits of the traditional automotive purchase model.

"AutoTrader.com's mission is to dramatically improve the way people buy and sell cars, so it's critical to our business to have an established team that's constantly asking what's next," Park explained.

The Product Innovation Team will closely monitor the success of the Smart TV app and use the results to assess future opportunities.

"Samsung Smart TV is a widely available platform so it's a great test bed for us," Park said. "We expect to learn a lot from this first app and see where we go from here."

About AutoTrader.com
Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by AutoTrader Group. Additionally, AutoTrader Group owns Kelley Blue Book (kbb.com) as well as three other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto, HomeNet Automotive and VinSolutions. AutoTrader Group 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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For further information: Nicole Carriere, +1-404-568-7822 (o), +1-770-547-7950 (m), nicole.carriere@autotrader.com

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