

New AutoTrader.com® B2B Advertising Campaign Challenges Misperceptions About How Consumers Shop For Vehicles

Multifaceted campaign will include print, digital and multimedia assets and will feature dealers and consumers talking about their respective experiences.

ATLANTA, Feb. 8, 2013 /PRNewswire/ -- AutoTrader.com's new B2B advertising campaign, launching this month, takes aim at common misperceptions about how consumers shop for cars. Themed "Do you know today's customer?", the campaign will highlight insights about consumer shopping behavior in order to help dealers more efficiently and effectively reach shoppers online.

(Photo: <http://photos.prnewswire.com/prnh/20130208/CL56507-INFO-a>)

(Photo: <http://photos.prnewswire.com/prnh/20130208/CL56507-INFO-b>)

"Today, dealers have access to more information than ever about how consumers shop for cars, and our goal is to bring this information to dealers in a way that will capture their attention, spark consultative conversations with their AutoTrader.com reps, and ultimately, help dealers move the needle in their online advertising," said Clark Wood, chief marketing officer at AutoTrader.com.

Steeped in deep research, the campaign tackles several themes in automotive marketing, including:

- the role of search engines in the online shopping process,
- the efficiency of online advertising versus traditional advertising,
- the ability to influence shoppers who are close to purchase,
- the importance of merchandising vehicle inventory online,
- the prevalence of new car shoppers on third-party sites, and
- the overwhelming preference among consumers to walk-in to a dealership without contacting the dealer by phone or email before the visit.

"Our promise to our dealer customers has always been that 'we work for you,' and that promise continues in this new year," Wood said. "We believe that by providing our dealers with the latest information about car shopping behavior, coupled with how that information can translate into action, we can bring additional value to the partnerships we continue to foster with our customers."

Over the course of the year, the new campaign will come to life through media buys in print and digital publications, in AutoTrader.com's presence at major industry shows such as the upcoming National Automotive Dealers Association (NADA) Convention in Orlando, and also on AutoTrader.com's [We Work For You microsite](#).

Included on this microsite will be videos of six dealers talking about their experiences with advertising, as well as eight consumers discussing their car shopping journeys. To view the current creative for the campaign and to watch the videos, visit www.WeWorkForYou.com.

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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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