

AutoTrader.com Introduces First Dedicated Tablet App

"Cars & Reviews by AutoTrader.com" gives shoppers expert advice and access to millions of car listings in a single, magazine-style experience

ATLANTA, March 1, 2013 /PRNewswire/ -- [AutoTrader.com](#)® has introduced its first dedicated tablet app, "Cars & Reviews by AutoTrader.com," into the Apple iTunes store. The app gives consumers the unique opportunity to research and shop for cars simultaneously in a highly visual, magazine-style experience.

(Photo: <http://photos.prnewswire.com/prnh/20130301/CL69426-a>)

(Photo: <http://photos.prnewswire.com/prnh/20130301/CL69426-b>)

Shoppers who know exactly what they're looking for can view expert reviews of the car or truck they're considering, then immediately browse actual new and late model used vehicles for sale nationally and in their area. If they find the perfect vehicle, the app syncs with the iPad's mapping function to provide driving directions to the dealer. Those who are just starting their car shopping journey can search for editorial stories by vehicle segment and lifestyle, or simply browse and enjoy the content.

"This concept was inspired in part by my memories of flipping through the old AutoTrader magazine with my friends in study hall and circling the cars we liked best," recalled Scott Markle, senior manager of content strategy, [AutoTrader.com](#). "In a way, this app represents the next evolution of that moment for consumers and enthusiasts today."

Additional features of the app include:

- Full integration of AutoTrader.com's multimedia editorial content, including videos, articles and photographs
- Swipe-to-browse functionality that encourages shoppers to discover new content and models
- Filter vehicle inventory by year, price, color and mileage
- Ability to browse inventory results by gallery or in a traditional listings view
- Ability to sort inventory results by price, distance, mileage, and year

"Mobile technologies are dramatically changing the way people research and shop for cars, and tablets are an increasingly important tool in that process," said Jose Puente, director of mobile product and strategy, [AutoTrader.com](#). "This is just a first step for us; tablet usage is only going to continue to grow in the next several years, and we're planning to make sure we're fully leveraging these platforms to make the car shopping process more enjoyable for consumers and provide better opportunities for our advertisers."

"Cars & Reviews by AutoTrader.com" is [available for download now in the iTunes store](#).

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.press.autotrader.com](#).

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