

AutoTrader.com Helps Car Shoppers Go Green

Just in time for Earth Day, AutoTrader.com editors provide expert advice to help any shopper who's considering making an environmentally-friendly vehicle choice

ATLANTA, April 19, 2013 [/PRNewswire/](#) -- Earth Day is a time when people examine the choices they make in their day-to-day lives and consider things they can do to conserve resources. For many car shoppers, this means adding environmentally-friendly vehicles to their lists.

When asked to rank features that were important to them in their next vehicle, shoppers in an [AutoTrader.com](#) survey picked fuel efficiency as most important above body style, comfort/seating, convenience features and design. Shoppers considering a fuel efficient vehicle said saving money and helping the environment were the top two reasons why.

For those ready to make the switch to a more environmentally-friendly vehicle, [AutoTrader.com](#) editors say there's never been a better time.

"In the past, consumers had limited choices if they wanted a more fuel-efficient vehicle, but that's definitely not the case today," said Brian Moody, [AutoTrader.com](#) site editor. "Shoppers now have a wide selection of new and used vehicle options that fit most lifestyles and budgets."

[AutoTrader.com](#) editors have created a green car shopping primer that breaks down how electric, clean diesel and hybrid vehicles work, sharing the pros and cons of each technology to help shoppers decide which one could be the right fit for their lifestyle.

"For example, if you have a shorter commute, an electric vehicle might be an ideal option. If you love the driving dynamics and power of a traditional engine, a clean diesel would be a smart choice. And there are a lot of great used hybrid vehicles out there for folks who want the efficiency, but maybe don't have the budget for a new car," Moody explained.

Visit [AutoTrader.com/greencartips](#) to learn more.

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](#).

SOURCE AutoTrader.com

For further information: Nicole Carriere, 404-568-7822 (o), 770-547-7950 (m), nicole.carriere@autotrader.com

<https://press.autotrader.com/2013-04-19-AutoTrader-com-Helps-Car-Shoppers-Go-Green>