

## **Significant Growth In Mobile Fuels Double-Digit Increase In AutoTrader.com Traffic**

**In May, total traffic to AutoTrader.com increased 17 percent year-over-year to over 17.5 million unique visitors.**

ATLANTA, June 21, 2013 [PRNewswire](#) -- Consumer confidence is back, and the auto industry is reaping the benefits as more consumers are turning into car shoppers and buyers. In fact, AutoTrader.com® has experienced double-digit growth year-over-year in the number of unique visitors coming to the site, with the mobile properties seeing the highest percentage of growth.

(Logo: <http://photos.prnewswire.com/prnh/20110425/CL88097LOGO>)

In May, nearly two million unique visitors interacted with the [AutoTrader.com](#) mobile site and app, which represents a 37 percent increase over the mobile traffic recorded in May 2012. Traffic to the core site was up 15 percent over the same period in 2012, bringing [AutoTrader.com](#)'s total unique visitors to just over 17.5 million, a 17 percent increase over 2012. The strong traffic in May was preceded by an equally strong April, in which the site also experienced double-digit growth across the board.

"Our goal is to connect buyers and sellers, and we are always looking for ways that we can attract and serve consumers throughout their shopping process," said Clark Wood, chief marketing officer at AutoTrader Group. "We know the importance of mobile devices throughout that process and have worked diligently to enhance the mobile shopping experience for consumers."

[AutoTrader.com](#) currently has a few mobile applications available for consumers: a car shopping app for iPhone and Android devices, as well as the "Cars & Reviews" app for the iPad.

The double-digit growth to [AutoTrader.com](#) in April and May was in part driven by a robust online and traditional marketing plan, keeping [AutoTrader.com](#) top-of-mind for consumers. Among the highlights of the plan were:

- A major presence throughout the NBA Playoffs on TNT, which included NBA Tip-Off presented by [AutoTrader.com](#), TV spots, billboards, courtside signage and the "NBA Drive To The Finals Fantasy Game Presented by [AutoTrader.com](#)" promotion.
- An [AutoTrader.com](#) expert appearance on the hit daytime talk show, The Talk, during which we shared car shopping tips and gave away a car to one lucky audience member.
- The launch of [AutoTrader.com](#)'s new car radio campaign, in which we blanketed all local markets across the country.
- A large digital campaign including SEM, social, mobile, video and rich media, as well as a YouTube mobile takeover in April.

"We have implemented a robust and creative marketing plan, leveraging long-standing partnerships, traditional media and new integration opportunities to keep the [AutoTrader.com](#) brand top of mind for consumers," Wood continued. "By bringing more consumers to our site, we can continue delivering exceptional value to the tens of thousands of dealers and private sellers who list new and used vehicles for sale on [AutoTrader.com](#)."

To stay connected to the latest news and information, visit the [AutoTrader.com](#) Press Room at [press.autotrader.com](http://press.autotrader.com).

**About [AutoTrader.com](http://www.autotrader.com)**

Created in 1997, Atlanta-based [AutoTrader.com](http://www.autotrader.com) is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, [AutoTrader.com](http://www.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](http://www.autotrader.com), which also operates the [AutoTraderClassics.com](http://www.autotraderclassics.com)® auto marketing brand, is wholly owned by AutoTrader Group™. Additionally, AutoTrader Group owns Kelley Blue Book® ([KBB.com](http://www.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 <http://press.autotrader.com>.

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