

AutoTrader.com Launches New Alerts Feature

Opt-in service provides car shoppers daily updates on vehicle listings and searches

ATLANTA, Dec. 16, 2013 /PRNewswire/ -- In a first for major third-party automotive classified websites, [AutoTrader.com](http://www.autotrader.com)® is launching a new feature that will alert car shoppers via text or email when there are updates to saved vehicle listings or searches.

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

When car shoppers save a search or vehicle listing to their My AutoTrader account, the new alerts feature gives the option of receiving a text and/or email when the price is reduced, a special offer is added or new inventory is added. The email alerts will also display images of actual inventory that matches his or her saved search or vehicle. The alerts will go out on a once-daily basis, and the feature is active on all of the more than 3 million listings on AutoTrader.com from both dealers and private sellers.

"We're always looking for ways to make car buying and selling easier for both consumers and our customers, and this new feature is a great example of that focus," said Steve Greenfield, vice president of Product Management, [AutoTrader.com](http://www.autotrader.com). "Alerts allow us to meet the needs of today's sellers, who want to make sure that interested shoppers are aware of the vehicles and incentives offered, and today's shoppers who are looking for more of a personal experience."

Car shopping is becoming an increasingly on-demand process, according to [AutoTrader.com](http://www.autotrader.com)'s recent [Multi-Device Car Shopping Study](#)¹. "Found time"² was said to be the top motivator for engaging in a car shopping activity, and in a typical week those surveyed indicated that three out of four of their car shopping activities were spontaneous and not planned. The combined use of PCs, mobile devices and tablets in the car shopping process is also on the rise; [AutoTrader.com](http://www.autotrader.com) predicts that 52% of all car shopping will be done on multiple devices within the next five years.

The new Alerts feature is available now on [AutoTrader.com](http://www.autotrader.com). To sign up, shoppers need to register for a My AutoTrader account, then opt-in to receive alerts once they save a search and/or a vehicle. Shoppers have the choice of receiving only emails, only texts or both. For more information, visit [AutoTrader.com/myATC](http://www.autotrader.com/myATC).

¹ [AutoTrader.com Multi-Device Car Shopping Study, Oct. 2013](#)

² Q. What compelled you to conduct these activities on your PC/laptop/smartphone/tablet? A: Boredom

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®.

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