AutoTrader Group™ Announces Acquisition of Automotive Information Systems (AIS)

As the industry leader in auto incentive integration, AIS complements AutoTrader Group's mission to dramatically improve the way people buy and sell new and used cars.

ATLANTA – February 08, 2013 – AutoTrader Group, the industry's largest digital automotive marketplace and provider of marketing and software solutions to automotive dealers throughout the U.S., has acquired Automotive Information Systems (AIS), the industry's leader in auto incentive integration.

This acquisition aligns naturally with AutoTrader Group's mission to dramatically improve the way people buy and sell new and used cars.

"Incentives are complex and confusing. It is hard for dealers and consumers to understand and use incentives for maximum benefit. The reality is that consumers and dealers alike are leaving incentive money on the table and OEMs are not capturing the total value from their incentive strategies," stated Chip Perry, President & CEO, of AutoTrader Group.

Perry continued, "By integrating AIS stackable incentive data with our Media and Software technologies, we can simplify the complex world of automotive incentives, provide greater transparency, and ultimately make it easier for OEMs, dealers and consumers to maximize the application of new car incentives and rebates."

This acquisition will provide benefits for dealers, consumers and the industry. One key benefit is in the new car pricing arena. "vAuto has revolutionized the way dealers acquire, price and merchandise their used vehicle inventory," said Dale Pollak, founder of vAuto®. "Similarly, the industry is now seeking a pricing solution for new cars. We intend to address this need by combining AIS incentive data with the power of vAuto to develop the ultimate, new car pricing tool."

To provide greater transparency for consumers, AutoTrader.com® and Kelley Blue Book® will integrate AIS incentive information with car pricing data; helping consumers make more informed choices when shopping for new vehicles.

"Our team is excited to join forces with the AutoTrader Group," said Troy Ontko, founder of AIS. "Our mission of providing our customers with clarity on how incentives work aligns perfectly with AutoTrader Group's belief that the industry is best served when new vehicle incentives are available, transparent, and accurate in the consumer shopping process. AIS will continue to provide OEMs, dealers and third party sites with the most accurate and timely incentive information."

Terms of the transaction are not being disclosed.

About AIS

Automotive Information Systems provides services that facilitate the organization of incentive and rebate data that dealerships need to provide the most accurate, up-to-date information to car buyers. The AIS team of professionals combines manufacturer incentive and rebate data with state-of-the-art technology to give customers a competitive edge in the marketplace. AIS is headquartered in Ann Arbor, Michigan. Find out more at www.aisrebates.com.

About AutoTrader Group

AutoTrader Group operates the largest digital automotive marketplace in the U.S. and is a leading provider of software solutions to automotive dealers throughout the nation. AutoTrader Group's mission is to dramatically improve the way people buy and sell new and used cars. Through its AutoTrader.com® and Kelley Blue Book® websites,

AutoTrader Group offers consumers empowering tools, content and information that increase their confidence in the car buying process. In addition, through its software solutions business, AutoTrader Group helps dealers source, appraise, manage, price and market their inventory, and helps them manage their consumer relationships. AutoTrader Group is headquartered in Atlanta, Georgia.

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