## Autotrader's National Dog Day Survey Shows 1 in 4 Dog Owners Have Taken Their Pet on a Test Drive or Would Consider It

## Experts name the best cars for dog lovers

ATLANTA, Aug. 26, 2015 /PRNewswire/ -- More than 54 million American households own a dog<sup>1</sup>, so it's no surprise that 56% of dog owners actively seek out cars and trucks that can accommodate their four-legged friends. In fact, a recent survey revealed that 22% of Autotrader visitors have taken their pet, or would consider taking their pet, on a test drive.<sup>2</sup>

For the second year in a row, the expert editorial team at Autotrader is celebrating National Dog Day, Aug. 26, by naming the Best Cars for Dog Lovers. Autotrader says these cars offer comfort and convenience features that make any road trip enjoyable for both human and dog passengers:

- Audi allroad
- Ford Edge
- Honda Fit
- Jeep Renegade
- Kia Sedona
- Lincoln MKC
- Mazda3
- Mercedes-Benz GLA
- Subaru XV Crosstrek

"We know car shoppers take every aspect of their lifestyle into account when shopping for their perfect ride, and four-legged friends are no exception," said Brian Moody, executive editor for Autotrader. "The cars on our list provide key features for pet owners, such as fold-flat rear seats, rear lift gate, low ride-height, airy cabin and underfloor storage."

We all love our pets, and it's fun to have them along for the ride. But whether you're driving to the grocery store or taking a cross-country road trip, the experts at <a href="Best Eriends Animal Society">Best Eriends Animal Society</a>, the only national animal welfare organization dedicated exclusively to ending the killing of dogs and cats in America's shelters, remind pet owners to ensure the safety of their pets first and foremost.

"Pets are more than just our companions – they're members of our families – and it's important to take extra caution when traveling with them," says Gregory Castle, cofounder and CEO, Best Friends Animal Society. "An unsecured dog, even a small dog, can be hurt or killed and cause harm to others in the car if an accident occurs even at slow speeds."

Castle recommends the following safety tips for traveling with dogs:

- When in a car, dogs should be secured with a harness/restraint, to protect the
  pet, prevent them from distracting the driver, and for the safety of the other
  people in the vehicle.
- Small dogs and cats can ride in a secured pet carrier to keep them safe and to prevent them from getting around the driver's feet.
- Pets should not ride in the front seat in a vehicle, as they could be severely
  injured by the windshield or the airbags in an accident.
- Dogs seem to love to ride with their heads out the window, but it's safest not to allow them to. Bugs, rocks or flying debris can hurt their eyes or ears.
- The back of a pick-up truck is never a safe place for a pet to ride.

To read more about Autotrader's picks for the Best Cars for Dog Lovers, visit:

http://www.autotrader.com/best-cars/9-must-shop-cars-for-dog-lovers-242929.

To learn more about pet safety and tips for travel, visit: www.BestFriends.org.

## **About Autotrader**

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

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## **About National Dog Day**

National Dog Day was founded in 2004 by Pet & Family Lifestyle Expert Colleen Paige, to celebrate the unconditional love of dogs and to encourage adoption. For more information, please visit <a href="www.NationalDogDay.com">www.NationalDogDay.com</a>.

<sup>1</sup>Source: American Pet Products Association

http://www.americanpetproducts.org/press\_industrytrends.asp

<sup>2</sup> Source: Autotrader Quick Poll Data

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