

Autotrader Powers MSN Autos Inventory Listings

Enhances listings inventory for consumers and increases in-market car shoppers for dealers

ATLANTA, Aug. 30, 2016 /PRNewswire/ -- A strategic relationship with MSN Autos makes Autotrader the provider of new, used and certified pre-owned (CPO) vehicle listings in the U.S. on the [MSN Autos site](#). This alliance provides MSN Autos users access to Autotrader's dealer and private seller vehicle listings and creates a comprehensive automotive network.

This relationship expands Autotrader's car shopping audience by enabling dealers to reach MSN Autos' consumer audience. On MSN Autos, consumers can enter make, model and zip code information and be taken directly to a co-branded Autotrader search results page to view the matching inventory.

An Autotrader study¹ revealed that of the time spent in the car buying process, 60 percent – 5 hours and 12 minutes – is allocated to using third-party sites or apps to research and shop online. The study found that of the 88 percent of shoppers using the Internet for vehicle shopping, 78 percent use third-party sites or apps during the car buying process.

When on the Autotrader site, consumers can use MyAutotrader.com – a saved search and personal shopping cart function. On MSN Autos, in addition to searching inventory listings powered by Autotrader, consumers can compare vehicles and read the latest auto-related news and new car reviews from award-winning journalists.

"Autotrader is continually looking for creative and strategic ways to drive even more traffic to the inventory listings of our dealer clients," said Jessica Stafford, vice president, Marketing – Media Solutions Group, Cox Automotive. "MSN Autos inventory listings powered by Autotrader will increase the breadth of Autotrader's audience and help deliver on our mission of enabling dealers to connect with in-market shoppers who are searching for their perfect match."

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.

Autotrader is a Cox Automotive™ brand. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

About Cox Automotive

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000

employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.


¹2016 Autotrader Car Buyer Journey study

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