Save a Car to Save America's Parks: Autotrader Partners with National Park Foundation for Earth Day 2017

For Every Eco-Friendly Car Saved on Autotrader between April 5-22, Donation Will Be Made to the National Park Foundation

ATLANTA, April 6, 2017 /PRNewswire/ -- In celebration of Earth Day 2017, Autotrader is partnering with the National Park Foundation, the official charity of America's national parks, on a new initiative to raise environmental awareness and help benefit America's parks. As part of its Earth Drive campaign, Autotrader will donate $1.00 to the National Park Foundation, up to $50,000, for every eco-friendly car (31+ MPG or hybrid/electric vehicles) saved at http://autotradr.co/EarthDay from April 5-22.

Saving a car on Autotrader through the "My Autotrader" personalized shopping feature puts the industry's most influential listing site[1] to work directly for the car buyer by monitoring the car 24/7, making it easier than ever to find the right deal. Whether a car shopper is online or not, Autotrader keeps an eye on saved cars and will send email or text alerts with important details like if a price has dropped, if there are new incentives offered like cash back rebates, 0% financing and more, providing immediate notification if the deal has gotten even better.

"Car shoppers visiting Autotrader over the next few weeks have a unique opportunity to help make a positive impact for America's treasured national parks quite literally with the push of a button," said Jessica Stafford, vice president of marketing, Cox Automotive Media. "We know Earth Day is a time when people examine the choices they make in their day-to-day lives and consider how they can better conserve and preserve, and for car shoppers this means adding environmentally friendly vehicles to their consideration sets. Autotrader's Earth Day 2017 partnership with the National Park Foundation encourages car shoppers to be more environmentally conscious as they consider their next vehicle purchase."

When it comes to 'green' vehicles, the list of choices grows longer each year, from subcompacts to minivans to SUVs to luxury vehicles. While a hybrid or electric car may be ideal for some, other shoppers may be looking for a more traditional gasoline-powered car that gets better-than-average mileage. Autotrader understands the varying needs and budgets of car shoppers, so their experts have several resources to help people figure out which eco-friendly ride is best for them, including Green Car Shopping Tips and Here Are the 10 Electric Vehicles with the Longest Range.

"We are grateful to partners like Autotrader for raising awareness and support for America's national parks," said Stefanie Mathew, vice president of corporate partnerships at the National Park Foundation. "This partnership will help protect the national parks we all love, make it possible for more people to experience them, and inspire the next generation to care for these treasured places."

About the National Park Foundation

The National Park Foundation is the official charity of America's national parks and nonprofit partner to the National Park Service. Chartered by Congress in 1967, the National Park Foundation raises private funds to help protect more than 84 million acres of national parks through critical conservation and preservation efforts, connect all Americans with their incomparable natural landscapes, vibrant culture and rich history, and inspire the next generation of park stewards. In 2016, commemorating the National Park Service's 100th anniversary, the Foundation launched The Centennial Campaign for America's National Parks, a comprehensive fundraising campaign to strengthen and enhance the future of these national treasures for the next hundred years. Find out more and become a part of the national park community at www.nationalparks.org. Find out more at www.nationalparks.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 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 exceeding $20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

[1] 2017 Cox Automotive Car Buyer Journey Study

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