

Autotrader Announces Collaboration with Disney●Pixar's "Cars 3"

ATLANTA, May 8, 2017 /[PRNewswire](#)/ -- Today Autotrader, the most visited third-party car shopping site[1], launched a television advertising campaign in collaboration with the highly anticipated film from Disney●Pixar's, "Cars 3," which cruises into theaters nationwide in 3D on June 16, 2017.

In the spirit of the film and centered around Autotrader's personalized search functionality, the [30-second Autotrader television spot](#) features the well-known cast of characters from Disney●Pixar's "Cars 3" showcasing their distinctive personalities. Autotrader rallies viewers to find the car that best fits their lifestyle. The spot concludes with the tagline – "Every car has a personality. Find the one that fits yours at Autotrader."

"Collaborating with Disney●Pixar's 'Cars 3' was a natural fit for Autotrader for more than the obvious reason of the spotlight our iconic brands share within the automotive space," says Jessica Stafford, vice president of marketing, Autotrader. "Much like the Cars franchise, Autotrader shares a personal connection with people of all ages and at all life stages, and we feel this is reflected in the playful content we developed with the Disney and Pixar teams to further drive excitement for our brand and the upcoming premiere of 'Cars 3'."

As the industry's most influential listing site[2], and with 4.5 million average daily vehicle listings[3], Autotrader is making it easier than ever for consumers to find the right car and the right deal. Whether shopping for a lightning-fast sports car or a reliable truck with a tow package, Autotrader is there to help consumers research and locate their next vehicle. Plus, with the brand's easy and convenient Save Car tool, Autotrader keeps an eye on a car that a shopper has saved and will send email or text alerts with important details like if the 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.

The Autotrader "Cars 3" 30-second television spot will make its television debut during the 2017 NBA Playoffs on TNT, with subsequent national television advertising appearing across a number of sports and entertainment programs targeting key demographic groups, such as Millennials, Hispanics and families. In addition, the campaign will be supported through digital media and audio channels, including Hulu and ESPN Deportes Radio, as well as on the Autotrader.com homepage and the brand's social channels.

For more information about Autotrader and the "Cars 3" promotion, visit [Autotrader.com](#) or like Autotrader on Facebook: [Facebook.com/Autotrader](#).

About The Movie

Blindsided by a new generation of blazing-fast racers, the legendary Lightning McQueen (voice of Owen Wilson) is suddenly pushed out of the sport he loves. To get back in the game, he will need the help of an eager young race technician, Cruz Ramirez (voice of Cristela Alonzo), with her own plan to win, plus inspiration from the late Fabulous Hudson Hornet and a few unexpected turns. Proving that No. 95 isn't through yet will test the heart of a champion on Piston Cup Racing's biggest stage! Directed by Brian Fee (storyboard artist "Cars," "Cars 2"), produced by Kevin Reher ("A Bug's Life," "La Luna" short) and co-produced by Andrea Warren ("LAVA" short), "Cars 3" cruises into theaters on June 16.

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 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] comScore Media Metrix® March 2017

[2] 2017 Cox Automotive Car Buyer Journey Study

[3] Autotrader Site Data, Q4 2015

SOURCE Autotrader

For further information: Nichole Mrasek, Senior Public Relations Manager,
678.429.7627, nichole.mrasek@coxautoinc.com

Additional assets available online:  [Download Images \(1\)](#)

<https://press.autotrader.com/2017-05-08-Autotrader-Announces-Collaboration-with-Disney-Pixars-Cars-3>