Autotrader Celebrates National Dog Day, Names Great Cars For Dog Lovers

ATLANTA, Aug. 23, 2017 /PRNewswire/ -- Autotrader, the premier online car shopping destination for consumers to find and buy their next car, today announced its fourth consecutive celebration of National Dog Day on August 26, by naming the "Great Cars for Dog Lovers." Based on a recent Autotrader consumer survey, nearly two-thirds (or 63 percent) of dog lovers actively seek vehicles that accommodate their four-legged companion.[1] With that in mind, Autotrader's expert editorial team curated a list of cars that offer comfort and safety features for both human and dog passengers.

"We've rounded up seven great cars that are perfect for dog owners," saysBrian Moody, executive editor at Autotrader. "The vehicles on our list are equipped with key features such as fold-flat seating, rear seat covers and low ride height that allow dog lovers and their pets to have a safe, comfortable and enjoyable experience on the road."

Vehicles on this year's list of "Great Cars for Dog Lovers" include:

2017 BMW X5
2018 Chevrolet Equinox
2017 Honda Fit
2017 Chrysler Pacifica
2017 Nissan Rogue
2018 Subaru Crosstrek
2018 Volvo XC60

*Models are unranked, listed in alphabetical order

With a new car, comes the iconic new car smell. It is a sense of pride for car owners and is instantly recognizable to all – the same can be said for dog owners. To celebrate National Dog Day, Autotrader is introducing a "New Dog Smell" car air freshener, giving dog owners the chance to freshen up their cars with a lovable puppy-inspired scent and relive that first ride home with their pet companion.

Autotrader is giving dog-loving car shoppers and owners a chance to get their hands on these limited-edition "New Dog Smell" car air fresheners – for free. To enter for a chance to receive one of these unique new products, consumers can simply visit Autotrader.com/DogDay and follow the prompts.

Additionally, for every air freshener given out, Autotrader will donate toAdopt-a-Pet.com, North America's largest non-profit pet adoption website, to help support the adoption and well-being of our four-legged friends – the real mission at the heart of National Dog Day.

For consumers unable to secure a limited edition car air freshener, Autotrader encourages dog owners to celebrate National Dog Day by taking their best friend on a road trip, and giving their car that new dog smell.

For more information about the vehicles on the list and learn more from Autotrader's experts on pet safety tips when driving and much more, visit Autotrader.com/DogDay.

[1] Source: Autotrader Quick Poll 2017

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, financial, retail and wholesale 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 34,000 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.

About Adopt-a-Pet.com
Adopt-a-Pet.com is North America's largest non-profit pet adoption website. We help over 17,000 animal shelters, humane societies, SPCAs, pet rescue groups, and pet adoption agencies advertise their purebred and mixed breed pets for free to millions of adopters each month. Sponsored by the pet lovers at Purina, the Petco Foundation, Petco, and Bayer AnimalHealth LLC, we help homeless dogs, cats, and even rabbits and other animals go from alone to adopted. But we don't stop there. Adopt-a-Pet.com also provides valuable information on the human/companion animal relationship to help keep pets healthy and successfully living in their loving homes.

SOURCE Autotrader

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

---

Additional assets available online: Download Images (1)

https://press.autotrader.com/2017-08-23-Autotrader-Celebrates-National-Dog-Day-Names-Great-Cars-For-Dog-Lovers