

Autotrader to Sponsor No. 2 and No. 22 Team Penske Ford Fusions for 2018 Monster Energy NASCAR Cup Series

ATLANTA, Feb. 21, 2018 /PRNewswire/ -- Autotrader enters its fifth season with Team Penske as a primary racing sponsor for four Monster Energy NASCAR Cup Series races during the 2018 season. The Autotrader brand will be featured on both the No. 2 and No. 22 Ford Fusion cars driven by Brad Keselowski and Joey Logano, respectively.

Keselowski will drive the Autotrader No. 2 Ford Fusion at Atlanta Motor Speedway on Feb. 25, going for back-to-back wins at the track. Keselowski will also race the Autotrader Ford Fusion on Sept. 16 at Las Vegas Motor Speedway, while Logano will have the familiar Autotrader orange No. 22 design on Apr. 15 event at Bristol Motor Speedway and the Autotrader/Shell-Pennzoil co-branded car on Apr. 29 at Talladega Superspeedway. Autotrader will continue to be an associate sponsor on both cars for the full MENCS season.

"Our longstanding relationship with Team Penske allows us to engage with millions of racing fans and educate them on the tools Autotrader offers to make the car buying process easier and faster," said Jessica Stafford, senior vice president and general manager of Autotrader. "The 38-week season is a highly targeted way to reach the most loyal and brand-conscious consumers out there."

Autotrader makes it easier than ever for consumers to find the right car and the right deal. Plus, the convenient Autotrader Save Car tool 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.

For more information and news from Autotrader, visit press.autotrader.com, follow us on Twitter at https://twitter.com/Autotrader_com (or @Autotrader_com), Instagram at https://www.instagram.com/autotrader_com/ (or @autotrader_com), like our page on Facebook at <https://www.facebook.com/autotrader/>, add us on Snapchat (@Autotrader_com), and get updates at Google+ at <https://plus.google.com/+Autotrader>.

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 Team Penske

Team Penske is one of the most successful teams in the history of professional sports. Cars owned and prepared by Team Penske have

produced more than 470 major race wins, over 540 pole positions and 32 Championships across open-wheel, stock car and sports car racing competition. Over the course of its 52-year history, the team has also earned 16 Indianapolis 500 victories, two Daytona 500 Championships, a Formula 1 win and overall victories in the 24 Hours of Daytona and the 12 Hours of Sebring. For 2018, Team Penske will compete in the Verizon IndyCar Series, the Monster Energy NASCAR Cup Series, the NASCAR XFINITY Series and the IMSA WeatherTech SportsCar Championship. The team also races in the Virgin Australia Supercars Championship, in a partnership with Dick Johnson Racing, as DJR Team Penske. For more information about Team Penske, please visit www.teampenske.com.

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