

Autotrader Puts Car Shoppers Behind the Wheel of Supercharged Site in New Marketing Campaign

Online car shopping and vehicle pricing pioneers Autotrader and Kelley Blue Book come together for the first time to deliver unparalleled price transparency for consumers to shop all the cars with confidence

ATLANTA, April 23, 2018 [/PRNewswire/](#) -- Inviting consumers to take the brand's faster and more personalized online car shopping site for a spin, Autotrader unveils a new integrated marketing campaign cleverly titled "Test Drive." An extension of the company's "Shop All The Cars" brand campaign that launched in September 2017, Autotrader's newest creative is designed to reinforce the performance enhancements of the All-New Autotrader. Not only can consumers shop the widest variety of cars with Autotrader seamlessly across devices with its new mobile-first platform, the site's updated search algorithm drives more relevant results for car shoppers, and the addition of Kelley Blue Book® Price Advisor on Autotrader listings gives car buyers the confidence to purchase with expert, up-to-date and data-driven pricing information from the industry's most trusted source.

Autotrader's new "Test Drive" (:30/:15) TV spot puts car shoppers behind the wheel to explore its revamped car shopping site through a simulated race course to illustrate the heightened features of the All-New Autotrader. In one stunt, the Kelley Blue Book Price Advisor dial with its white, red and green pricing zones is shown, immediately followed by a sporty car drifting into the Fair Market Range of the vehicle. The addition of Kelley Blue Book Price Advisor on Autotrader brings these iconic brands together for the first time to provide unparalleled price transparency for consumers.

Developed with independent advertising agency Zambezi, "Test-Drive" will air nationally across cable, radio, network and streaming television platforms, with a focus on entertainment, late night and sports programs, including integrations targeting the Hispanic audience on Telemundo. The campaign also will include a digital-first approach through social media, paid search, custom sponsorships and content on Hulu, YouTube, Pandora, Spotify, among other platforms, offering interactive and engaging experiences to online audiences.

"This campaign reinforces Autotrader's foundational promise of shopping variety, along with our commitment of helping car shoppers find their next vehicle faster than ever before, while delivering true price confidence in their purchase," said Greta Crowley, vice president of marketing for Autotrader. "With more speed, shopping control and trust in the All-New Autotrader, there's no reason to go anywhere else."

According to a recent Cox Automotive Study, buyers report being less satisfied with the price they paid for their vehicle and less often trust that the dealership gave them the best deal.¹ Consumers need to know the price is fair before they will begin the purchase process. No matter whether shopping new or used, consumers now have the ability to browse within their budget based on the deeply trusted Kelley Blue Book® Value.

Autotrader makes it easier than ever for consumers to find the right car and the right deal with expert guidance from Autotrader's editorial team. For more 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 Cox Automotive

Cox Automotive Inc. makes buying, selling and owning cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across 100+ countries and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues exceeding \$20 billion. coxautoinc.com

¹ 2018 Car Buyer Journey Study

SOURCE Autotrader

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