Autotrader Changes History for the Better in New "Finally, It's Easy" Campaign

ATLANTA, Sept. 3, 2019 /PRNewswire/ -- From sleds to horse-drawn carriages and now, with today's modern vehicles, people from all eras have been faced with the challenge of finding the best deal for their mode of transportation. Autotrader is bringing excitement and ease back into the car-buying experience with the launch of its new "Finally, It's Easy" integrated national marketing campaign.

Autotrader teamed with award-winning global creative agency, 72andSunny New York, and Emmy®-nominated director, Derek Waters, to create a hilarious new advertising campaign. Highlighting various moments in the history of transportation, the campaign illustrates how simple the car-shopping process can be, and how second-guessing the deal is now a thing of the past thanks to one of the most recognized automotive marketplaces, Autotrader.

"Finally, It's Easy" entertainingly emulates Autotrader's mission to make finding and purchasing a new vehicle hassle-free, while embedding the brand into unusual points in history. The latest campaign from Autotrader dispels a pain point as old as time — car buying can be downright unpleasant — with Autotrader's modern, stress-free approach. The spot harkens back to the Nordic Bronze Age when sled owners felt the same way many do today about overpaying for their ride. The hero unexpectedly appears and finds the right vehicle at the right price using Autotrader, driving away in the arctic elements in a solid off-road truck.

"Car buying often can feel like a strenuous process, when really it should be an exciting experience," said Greta Crowley, vice president of marketing, Autotrader. "Our new campaign brings the fun and personality back into car shopping. We want the journey of finding the right car for you to be just as enjoyable as your time in it."

Autotrader continues to offer reliable resources to make car buying feel frictionless. From relieving in-dealership stress with Accelerate — where you can start your deal online — to leveraging The Trusted Resource®, Kelley Blue Book, to providing price transparency, Autotrader offers less anxiety and ultimately less time spent looking for your new car. Autotrader is the only third-party site to feature the Kelley Blue Book® Fair Market Range on all eligible vehicle inventory listings, giving car shoppers the confidence to purchase with the most trusted pricing.

Known for his work on Drunk History, Waters makes his first traditional advertising directorial debut in Autotrader's satirical play on the once-treacherous task of car buying, finding a way to make history relevant and enjoyable.

Launching September 3, 2019, the "Finally, It's Easy" campaign will air nationally across cable, network and streaming television platforms, and major programming including MLB Playoffs, NFL Monday Night Football and NBA season kickoff. The campaign takes a digital-first approach through social media, paid search, custom sponsorships and content on Roku and Twitch, among other platforms.

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/, and add us on Snapchat (@Autotrader_com).

About Autotrader
Autotrader is the most recognized third-party car listings brand, with the most engaged audience of in-market car 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 car shopper 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 and retailing solutions allow consumers to build their deal online, and 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 five continents 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. www.coxautoinc.com

SOURCE Autotrader

For further information: Nichole Mrasek, 404-568-6352, nichole.mrasek@coxautoinc.com

---

Additional assets available online: Download Images (1)