Autotrader, Powered by Auto Intelligence, Redefines the Personalized Car Buying Experience

Combining Trusted Tools and Resources with Consumer Data and AI, Auto Intelligence Comes to Life in New Creative Ad Campaign Featuring Actor Kenan Thompson

ATLANTA, Aug. 4, 2025 /PRNewswire/ -- Autotrader, a Cox Automotive brand, is redefining the car buying experience with the launch of its new national ad campaign titled, "Auto Intelligence Command Center." The campaign spotlights Autotrader's personalized shopping experience, built on the data, AI, tools and insights that empower car buyers to shop smarter, faster and with greater confidence, powered by Cox Automotive.

As people increasingly turn to different technologies to simplify their daily lives, Auto Intelligence shows how Autotrader brings together car buyers' data and preferences with smart tools to search for available vehicles, determine budget and payments, and buy their perfect ride.

To bring the vision to life, Autotrader has tapped actor and comedian Kenan Thompson for his third national advertising campaign with the brand. Throughout a series of 30-, 15- and six second spots, Kenan takes charge of a high-tech Autotrader command center directly within users' mobile phones. Kenan orchestrates Autotrader's suite of tools to deliver a seamless, personalized experience, all at users' fingertips.

"Today's car buyers want technology that not only saves time but makes them feel confident every step of the way," said Greta Crowley, vice president of marketing at Cox Automotive. "Auto Intelligence is our way of showing consumers we are here to help navigate the car buying process with ease by providing them with smart tools, relevant data and from a brand they can trust. Kenan Thompson, a long-time partner of the brand, was the perfect fit to bring this message and campaign to life through his humor and personality."

The ad campaign is now live across a diverse range of channels, including out of home, digital, television, social media, and streaming platforms, in addition to cinema advertising, rideshare and airline partnerships. To learn more about Autotrader powered by Auto Intelligence, visit https://www.autotrader.com/auto-intelligence.

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 is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned,

Atlanta-based company with $23 billion in annual revenue. Visit coxautoinc.com or connect via @CoxAutomotive on X, CoxAutoInc on Facebook or Cox-Automotive-Inc on LinkedIn.

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