

## **AutoTrader.com and Syfy Partner to Unveil a One-of-a-Kind Concept Car on Tonight's Dream Machines**

**Series Stars Marc and Shanon Parker to Create the "AutoTrader.com Dream Machine" Tonight at 10 P.M. EDT on Syfy**

ATLANTA, May 1, 2012 /PRNewswire/ -- AutoTrader.com unveils its ultimate dream custom-made vehicle on **Syfy's** *Dream Machines*, airing tonight at 10 p.m. EDT. *Dream Machines*, which premiered on April 10, 2012, follows Florida-based brothers Marc and Shanon Parker, owners of Parker Brothers' Concepts, and their talented crew as they take the most imaginative vehicles ever seen in movies, comic books, and TV shows, and engineer them into on-the-road realities.

To view the multimedia assets, please click: <http://www.multivu.com/mnr/53479-autotrader-syfy-dream-machine-parker-brothers-concepts-custom-vehicle>

"**Syfy** presented us with a very different – and exciting – opportunity to work with the infamous Parker Brothers Concepts and create AutoTrader.com's ultimate 'dream machine,'" said Clark Wood, CMO of AutoTrader.com. "*Dream Machines* is an innovative program that captured our imaginations at AutoTrader.com. We enjoyed working with Marc and Shanon – they captured the spirit and love of cars that encapsulates the AutoTrader.com brand and culture. We hope the TV viewing audience is inspired by the car build-out and unveiling tonight on the show."

The "AutoTrader.com Dream Machine" features clear bullet proof floor boards and a 100% electric motor that can generate up to 500 horsepower. Measuring 160 inches in length, 80 inches in width and 52 inches in height, the custom made vehicle weighs 2,400 pounds and its wheel base is 100 inches.

"Without question, AutoTrader.com was the ideal partner for *Dream Machines*," said Chris Czarkowski, VP, Advertising Sales for **Syfy**. "Having the exceptionally talented Parker Brothers design and create an imaginative custom concept vehicle for the popular online destination for buying and selling cars was a perfect cross-industry collaboration."

The unique custom designed vehicle will reside at AutoTrader.com's headquarters in Atlanta, GA., and will be on exhibit at the upcoming Auto Shows throughout the year.

Additional photos and video footage will be posted to [AutoTrader.com](http://AutoTrader.com) following tonight's episode as well as on AutoTrader.com's Twitter handle, [@AutoTrader.com](https://twitter.com/AutoTrader_com).

*Dream Machines* is produced by Triage Entertainment with Steve Kroopnick (*Iron Chef America*) serving as executive producer. Steve Nigg (*American Chopper*, *UFO Hunters*) is co-executive producer.

### **About AutoTrader.com**

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts millions of unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates one other auto marketing

brand, AutoTraderClassics.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

### **About Syfy**

**Syfy** is a media destination for imagination-based entertainment. With year round acclaimed original series, events, blockbuster movies, classic science fiction and fantasy programming, a dynamic Web site ([www.Syfy.com](http://www.Syfy.com)), and a portfolio of adjacent business (**Syfy Ventures**), **Syfy** is a passport to limitless possibilities. Originally launched in 1992 as SCI FI Channel, and currently in more than 98 million homes, Syfy is a network of NBCUniversal, one of the world's leading media and entertainment companies. (**Syfy**. Imagine greater.)

SOURCE AutoTrader.com

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