AutoTrader.com Enhances Display Advertising Solutions For Dealers

Enhancements to Skyscrapers, Spotlights and Alpha ads are designed to give dealers the tools and flexibility they need to reach more shoppers online.

ATLANTA, May 10, 2012 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace, today announced several enhancements and additions to three of its display advertising solutions for dealers: Skyscrapers, Spotlights and Alpha. From providing more real estate and interactive features to multiple duration options for select solutions, these enhancements help dealers better advertise to the millions of automotive shoppers online. According to market studies, display advertising on AutoTrader.com significantly increases awareness, positive opinion of a brand and likelihood to consider purchasing.

(Logo: http://photos.prnewswire.com/prnh/20110425/CL88097LOGO)

"Consumers are using the Internet more than ever to shop for their next vehicle, and display advertising is an incredibly effective way to reach and influence them online," said Alan Smith, senior vice president of dealer sales at AutoTrader.com. "These enhancements are indicative of how we're continually working to provide more value, more options and more flexibility to our dealer customers."

- **Skyscraper Ads.** By incorporating rich media and expandable real estate, these dynamic ads will enable dealers to capture the extra attention they need and promote specific inventory by make or model. Available in multiple durations, the new Skyscrapers will give dealers even more flexibility.
- **Spotlight Ads**. As one of the most effective ways to catch a shopper's attention, Spotlight Ads can increase the number of vehicle detail page (VDP) views by 48 percent per vehicle, per day. With multiple duration options (four days, seven days, 14 days or 28 days), the ability to swap vehicles being spotlighted, and the ability to highlight videos, dealers have more choices and more flexibility when utilizing these ad units. Additionally, make-specific Spotlight ads are now available for new and certified vehicles. In some cases, make-specific Spotlights can be eligible for co-op reimbursement, which enables dealers to utilize OEM funds for their advertising. While co-op is an arrangement between the dealer and the manufacturer, AutoTrader.com has dedicated co-op specialists who assist dealers with exploring co-op eligibility.
- **Alpha Solution.** Alpha is an exclusive advertising solution that enables one dealer in each market to own the Search in Progress real estate and benefit from a liner ad throughout the user's search. Select packages will now include a "Super Spotlight," which will appear on the Search Results Page (SRP). Super Spotlight ads integrate several features typically only available on the VDP, such as Video, Chat, Trade-In advertising, Special Offers and 12 vehicle thumbnails. The liner ad is also enhanced, with expandable real estate and an interactive film strip that dynamically highlights vehicles that match the make and model of the user's search. And finally, Alpha subscribers can reach shoppers on the go with a new ad unit on the AutoTrader.com mobile site.

Dealers who are interested in learning more about these new and enhanced solutions should contact their local AutoTrader.com advertising consultant.

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.

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