Autotrader, Brad Keselowski's Checkered Flag Foundation Partner to Honor American Veterans at NASCAR Race

ATLANTA, June 12, 2020 – Autotrader has teamed up with Brad Keselowski's Checkered Flag Foundation to honor America's heroes for the NASCAR Cup Series race weekend at Atlanta Motor Speedway on June 7, 2020. Brad Keselowski, driver of the No. 2 Autotrader Ford Mustang for Team Penske, launched the return of the Tribute 2 Veterans program to raise money for veterans during their road to recovery. This is the second year Autotrader is partnering with the Checkered Flag Foundation to honor these cherished American heroes.

During the most recent Tribute 2 Veterans campaign, from November 2019 to January 2020, friends and family of former service members submitted a veteran's name to be featured on the No. 2 Autotrader Ford Mustang. Cox Automotive, parent company of Autotrader, also extended the invitation and encouraged employees from all Cox Enterprises, Inc. companies to submit names of veterans to be honored on the No. 2 Autotrader Ford Mustang. This year, the paint scheme will feature 70 veteran names submitted by Cox employees, and more than 175 veteran names in total. The proceeds for each submission benefited the Checkered Flag Foundation.

"Partnering once again with the Checkered Flag Foundation to support American heroes is a cause that is close to our heart at Autotrader," said Greta Crowley, vice president of marketing for Autotrader. "Across Cox Enterprises, there are more than 1,700 veteran employees, and it seems many have a friend or family member who has served in the military. We value our strong history of partnering with organizations to help make a difference and being able to honor American heroes at this NASCAR race is just one of many examples of Autotrader's ongoing commitment to community."

In addition to partnering with the Checkered Flag Foundation on the Tribute 2 Veterans campaign, Autotrader is also donating an additional $10,000 to Keselowski's non-profit foundation to help support the important work it does for first responders and the military community. Brad Keselowski's Checkered Flag Foundation honors and assists those who have sacrificed greatly for our country.

Autotrader enters its seventh season with Team Penske, sponsoring drivers Joey Logano and Keselowski, and continues to be an associate sponsor on both cars for the full NASCAR Cup Series season.

To learn more about Brad Keselowski's Checkered Flag Foundation, please visit http://www.checkeredflagfoundation.org/, Instagram at @CheckeredFlagFoundation, Facebook at https://www.facebook.com/checkeredflagfoundation/ or follow on Twitter at https://twitter.com/BKCFF.

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