

AutoTrader Classics Donates 1969 Ford Mustang for Hot Rod TV Rebuild; Proceeds From Sale of Car to Benefit Alliance of Auto Artisans

ATLANTA, Sept. 23, 2011 /PRNewswire/ -- AutoTrader Classics, the nation's leading online resource for car collectors and classic car enthusiasts, donated a 1969 Ford Mustang Fastback to be rebuilt and then sold on AutoTraderClassics.com, with the proceeds benefiting a worthy non-profit organization.

The Mustang rebuild will be featured in an episode on Hot Rod Television and then posted for sale on AutoTraderClassics.com, with the proceeds from the sale benefitting the Alliance of Auto Artisans student mentoring program. The episode will air this Saturday, Sept. 24 at 8:30 a.m. ET on Speed TV.

"At AutoTrader Classics, we know how important it is to pass on the love of classic cars to the next generation, which is why we chose to partner with Hot Rod TV and Gateway Classic Mustang for this project," said Marcus Dame, director of AutoTrader Classics. "The Alliance of Auto Artisans' student mentoring program is a great way to reach out to the next generation of hot rodders, and by donating the Mustang and the subsequent proceeds of its sale to the organization, we are hoping to make a real impact on future classic car enthusiasts and builders."

The episode will show how the Alliance of Auto Artisans and Gateway Classic Mustang transformed a 1969 Ford Mustang Fastback into a pro-touring beast packing modern 5.0L Coyote V8 power. The Alliance of Auto Artisans gave two very deserving high school students from the program the chance of a lifetime to help transform the Mustang.

After the episode, the Mustang will be listed for sale on www.autotraderclassics.com, and the proceeds from the sale will go to the Alliance of Auto Artisans.

About AutoTrader Classics

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 14,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. It is a true destination for the classic car enthusiast who can connect with those who share the same passion. AutoTraderClassics.com community members can show off their classic cars, find or list events in the calendar section, or read through a large selection of editorial content including how-to information.

AutoTraderClassics.com provides visitors with a one-stop shop for resources on how to select, appraise, finance, purchase, transport and maintain a classic car. For more information, please visit www.autotraderclassics.com.

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