AutoTrader.com Launches New Online Certified Advertising Campaign

Leader in Certified Listings and Partners Drives Traffic to Site and Educates Consumers on Certified Benefits

AutoTrader.com, the number one automotive classifieds site on the planet, announced today its ongoing commitment to nationwide brand marketing and advertising with its launch of a new online certified ad campaign. The new campaign contains fresh creative elements and is running throughout the AutoTrader.com Web site (http://www.autotrader.com/) and on partner sites such as AOL, Netscape, CompuServe and AOL Local.

Three distinct banner ad looks convey the message that AutoTrader.com, with thirteen certified partners including Acura, Audi, Chrysler, Dodge, Ford, General Motors, Honda, Jeep, Lexus, Lincoln, Mercury, Plymouth and Toyota, has the largest aggregate online inventory of certified cars. Visitors to AutoTrader.com can search for certified only or, within a larger search, pull out the certified listings.

Ads also focus on building awareness of the certified category as a whole by linking visitors to the educational section of the AutoTrader.com site. Car shoppers can research what a certified car is, compare certified programs and learn about the benefits of owning a certified car. These include extended warranties, special financing, roadside assistance and the general peace of mind that comes from purchasing a vehicle that has passed a rigorous manufacturer-backed inspection.

"The new campaign establishes AutoTrader.com as the leader in the online certified category, based on having the most certified partners and the most certified inventory," said Clark Wood, vice president of marketing, AutoTrader.com. "Online advertising continues to reach our target demographic by building nationwide awareness of certified and AutoTrader.com's offerings."

As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 7 million unique monthly visitors, conducting more than 30 million vehicle searches per month from a database of 2.1 million new, used and certified per-owned vehicles. AutoTrader.com's on-going User Profile and Site Satisfaction studies have shown consumer demand for certified is on the rise. One out of two AutoTrader.com site users indicated they are likely to search for a certified vehicle.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and a comprehensive consumer information website. Serving as matchmaker, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise cars. Through its strategic alliances with Manheim Auctions, Trader Publishing Company, ADP, Inc., America Online and eBay, AutoTrader.com aggregates in a single location a comprehensive database of more than 2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 million unique visitors every month.

AutoTrader.com is a majority-owned subsidiary of Manheim Auctions, Inc., the world's largest operator of wholesale auto auctions since 1945. Manheim Auctions, a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., is AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., eBay, Inc, and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

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