AutoTrader.Com Sponsors Hispanic Association's Dealer Events

Non-profit NHACA provides automotive information to consumers

AutoTrader.com, the smarter place to buy and sell a car, announces a sponsorship of several National Hispanic Automotive Consumer Advocacy's (NHACA) dealer networking and marketing events beginning today in Houston, and continuing in Dallas (February 23), Chicago (March 23), and South Florida (April 13).

To help dealers reach the important and growing Hispanic market segment in the U.S., AutoTrader.com Sales Managers from each of the conference locations will present information on demographics, Internet use, preferences and culture of the Hispanic community.

"This partnership is one of many steps we're taking toward customizing the consumer's experience on our site based on their personal interests," said Chip Perry, president and chief executive officer, AutoTrader.com. "With over 40 million Hispanics in the U.S., it's important to discuss ways our dealer customers can better serve Hispanic car-shoppers."

NHACA, a non-profit that provides automotive information to Hispanic consumers in the U.S., will be holding the events at over 20 cities across the U.S. in 2006. For more information or to register, go to www.nhaca.org.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.8 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 11 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Other investors include Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

About National Hispanic Automotive Consumer Association

National Hispanic Automotive Consumer Association (NHACA) was created to serve as a link between Automotive Dealers and Manufacturers and the Hispanic community across the United States. Before NHACA, there has been an information gap between the automotive industry with regards to model information, sales incentives, manufacture rebates, safety information, competitive financing rates, and vehicle maintenance. Our mission is to provide information via Internet, TV, Radio, direct-mail, print media, local and national portals to over 40 million Hispanics across the U.S.

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