AutoTrader.com Teams Up With Audi Certified Pre-Owned for a Race to the Finish

Special Promotion on Largest Automotive Marketplace to Raise Awareness of Audi Certified Pre-owned Vehicles

AutoTrader.com and Audi Certified pre-owned today announce they will team up on the "Race to the Finish Line!" sweepstakes. Appearing exclusively on AutoTrader.com from today until December 31, 2004, the promotion invites online shoppers to visit Audi dealerships to take a test drive of an Audi Certified pre-owned vehicle. These prospective buyers are given a chance to win a weekend of advanced driving instruction at the Audi Driving Experience as well as luxury accommodations at Chateau Elan. The promotion aims to increase awareness of Audi Certified pre-owned cars among AutoTrader.com's more than 8 million unique monthly visitors while reinforcing the value of these vehicles.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO)

"This exciting promotion highlights one of the tremendous advantages of purchasing a certified car," said Chip Perry, president and chief executive officer, AutoTrader.com. "Shoppers can experience a luxury brand such as Audi while keeping their initial costs and maintenance affordable." AutoTrader.com has amassed by far the largest inventory of manufacturer certified cars by partnering with top auto manufacturers.

"Our partnership with AutoTrader.com is a great opportunity to showcase our inventory and bridge the online experience with our dealer showrooms," said Reinhard Fischer, director of Audi Sales. "This promotion brings the excitement of our successful racing heritage to our consumer by offering the chance to win a trip to the Audi Driving Experience where they can experience first-hand the high performance that is designed into every Audi."

With special financing and lease rates available, Audi Certified pre-owned vehicles are affordable and offer consumers the peace of mind that comes with the industry leading 300+ Point Inspection and Certification Process, performed by certified Audi technicians. Audi Certified pre-owned inspections check nearly twice as many items as the competition.

Warranty coverage is a key advantage of Audi Certified pre-owned. Every Audi Certified pre-owned vehicle includes a Factory-Backed Limited Warranty for up to six-years or 100,000 total vehicle miles, whichever occurs first. As with new Audi vehicles, Audi Certified pre-owned models obtain warranty service and support at more than 300 authorized Audi dealerships and service centers across the United States and Canada.

With the industry's largest database of listings, at 2.5 million, AutoTrader.com truly brings the most buyers to the most sellers. With a 50 percent growth rate in 2003 and annual revenue well north of $100 million, AutoTrader.com is the category leader. The company's growth, traffic and dealer database, now at 12,000 paying dealers and 40,000 dealers overall, continue to outpace expectations, with the company currently reaching more than 8 million unique monthly visitors, who perform 50 million vehicle searches and view 150 million individual vehicles.

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 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online --

dramatically improving the way people research, locate and advertise vehicles. AutoTrader.com has been named "the most useful used car site" by consumers and driven the most online used car sales according to JD Power and Associates 2004 Used Autoshopper.com Study(SM).

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

About Audi

Audi of America is headquartered in Auburn Hills, Michigan, and markets performance-oriented European luxury vehicles: the sporty A4 sedan, A4 Avant and A4 Cabriolet models -- the perfect union of power and control; the everyday sports car in the form of the S4 sedan, S4 Avant and S4 Cabriolet; the birth of Audi's sports car tradition -- the TT Coupe and Roadster; the broad range of bold A6 sedans -- the beautiful A6 Avant and the versatile allroad quattro; and the most progressive premium luxury car, the A8 in both extended and normal wheelbase versions. For more information about additional Audi-related events and corporate news, visit http://www.audiusa.com/ .

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