AutoTrader.com Launches New Power Search

Gives Consumers More Search Options and Flexibility

AutoTrader.com, the world's largest automotive marketplace, today announced it has launched Power Search, a new consumer search tool. Placed prominently on AutoTrader.com's homepage (www.autotrader.com) the search gives visitors a more flexible and powerful way to find a car on the site. With little input, potential car buyers can now do one search comparing new, used and certified pre-owned vehicles and can start with broad parameters.

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

Power Search also allows AutoTrader.com's more that 8 million monthly visitors to shop by body style, color preference, by up to three makes and models and by mileage. Additionally, through the use of new car aggregate listings, new car buyers can see the entire inventories of more dealerships. One representative ad from a dealership is displayed and users can click to see the rest. No other automotive website offers this enhanced selection feature.

"More than half of the visitors to our site aren't set on a make and model. To make the process easier, we created Power Search," said Chip Perry, president and chief executive officer, AutoTrader.com. "This innovative tool will help our dealers reach even more qualified buyers and our consumers more easily find the car they want to purchase." AutoTrader.com currently has 2.6 million vehicle listings from 40,000 dealers and 250,000 private owners, which provides the largest selection of vehicles attracting more than 8 million unique visitors every month.

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 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.

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