AutoTrader.com Launches 'Browse By Body Style'; New Research Tool Allows Consumers The Ability To Shop By Vehicle Body Type

AutoTrader.com, the number one automotive classifieds site on the planet, announced today its ongoing commitment to one- stop car shopping by launching "Browse by Body Style." This latest addition to the new car research area caters to shoppers who are still deciding what type of vehicle suits their needs and who may not be familiar with all the makes and models available.

"This feature is for car shoppers who don't know exactly what they're looking for -- but who know what they like when they see it," said Clark Wood, vice president of marketing for AutoTrader.com. "It's a unique new way for consumers -- especially those less auto-savvy -- to find their ideal cars."

Users begin by choosing a body type (sedan, SUV, etc.), year, price range and ZIP code. A results page features thumbnail photos of matching vehicles with high-level vehicle information. "Browse by Body Style" shoppers can continue to filter results using parameters such as number of doors, drive type and engine, or they can compare up to three models side-by-side. Detailed model information is just a click away -- clicking on a car photo opens a trim level page where shoppers can see specific features included in each trim package and then proceed to the model info page for the vehicle of their choice.

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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