AutoTrader.com and America Online Renew Online Partnership

AutoTrader.com, the world's largest automotive marketplace, and America Online, Inc., the world's leader in interactive services, announced the renewal of the partnership that retains AutoTrader.com as the exclusive used car classifieds provider for the Autos Channel on the AOL service, AOL.COM, CompuServe and Netscape.

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

Millions of visitors to AOL properties will benefit from AutoTrader.com's 2.5 million auto classifieds, contributing to a more successful shopping experience. In exchange, AutoTrader.com benefits from its exposure across the AOL properties

"This unique and exclusive partnership continues to drive millions of in-market, motivated car shoppers to our sellers by exposing their vehicles to AOL's massive online audience," said Chip Perry, AutoTrader.com's president and chief executive officer. "AOL visitors will continue to have access to the widest selection of vehicles and even more tools for car shopping and buying."

"AOL has become a destination for millions of car shoppers to get the best information as they make their final car-buying decisions. Our relationship with AutoTrader.com continues to round out our offering and provide the most comprehensive resource in the field," says Michael Barrett, Executive Vice President, Sales, AOL Media Networks.

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. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

About America Online, Inc.

America Online, Inc., is a wholly owned subsidiary of Time Warner, Inc. Based in Dulles, Virginia, America Online is the world's leader in interactive services, Web brands, Internet technologies and e-commerce services.

Photo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com ; or Kathie Brockman of AOL, +1-703-265-3286, or kmbrockman@aol.com

Web site: http://www.autotrader.com/

https://press.autotrader.com/news-releases?item=66676