

AutoTrader.com Launches Breakthrough 'Find Your Dealer' Feature

Comprehensive dealer information allows shoppers to locate dealerships to match specific needs

AutoTrader.com, the smarter place to buy and sell a car, announces the launch of Find Your Dealer, a new search tool that quickly connects consumers to the most comprehensive dealer information anywhere on the Internet. Placed prominently on the homepage, Find Your Dealer allows nearly instant access to AutoTrader.com's database of more than 40,000 dealers so visitors can be on their way to the perfect car within seconds.

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

The Find Your Dealer feature on AutoTrader.com is now the most useful way for consumers to learn about an individual dealership's specials, services and amenities via the Internet or any other medium. The quality and comprehensiveness of the dealer information now available on AutoTrader.com dramatically surpasses the offerings of other third party automotive sites, print and online Yellow Pages, and all of the most well known general search engines.

Unique to AutoTrader.com, Find Your Dealer gives dealers the ability to highlight the key qualities that make each dealership special. These include languages spoken, special offers/financing, services available (body shop, parts and accessories), perks of the facility (business center, children's play area), and selection of vehicles (new, used, mobility, hybrid). Car shoppers can view a Dealership's Detail Page with complete dealer information, a description of the dealership and links to specials, a handy slide show viewer to see the dealer's entire inventory and a snapshot of the dealer's inventory by vehicle type, such as sedan or SUV.

"Unlike anything else on the Internet or found in local yellow pages today, Find Your Dealer helps people find the dealer and car they are looking for faster and more easily than ever before," said Chip Perry, president and chief executive officer, AutoTrader.com. "AutoTrader.com's Dealer Information Page lets the consumer get to know who they are buying from before they step foot on a lot or a showroom, which is key for today's savvy, yet busy shoppers."

Additionally, AutoTrader.com has enhanced its vehicle listings by including up to 27 photos per listing, a virtual 360 degree tour in select regions, and a slide-show feature, giving consumers more options and more information when they search through AutoTrader.com's 3 million listings.

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 3 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.

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