AutoTrader.com and Yahoo! Autos Announce Exclusive Used Car Classifieds Relationship

Online auto powerhouses combine forces to maximize audience and automotive listings inventory for consumers and dealers

AutoTrader.com, the world's largest automotive marketplace, and Yahoo! Autos, the starting point for automotive consumers and marketers on the Yahoo! network, today announced a new strategic relationship that makes AutoTrader.com the exclusive provider of used car classifieds on Yahoo! Autos. Matching AutoTrader.com's expansive inventory of more than 2.5 million dealer and private owner listings with the power of Yahoo! Autos (http://autos.yahoo.com/) and the Yahoo! network establishes one of the most comprehensive used automotive offerings on the Internet for consumers and dealers.

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

The relationship will expand AutoTrader.com's industry leading car shopping audience by enabling its dealers to also reach Yahoo!'s large and growing consumer base. In the J.D. Power 2004 Dealer Satisfaction with Online Buying Services Study, AutoTrader.com had the highest overall satisfaction among used-vehicle independent sites, and the 2004 Used AutoShopper.com study ranked Yahoo! Autos among the leaders in reach of used car shoppers. This arrangement with Yahoo! Autos now allows AutoTrader.com to offer the combined power of three of the top five used vehicle-shopping sites in the United States.

Yahoo! Autos consumers utilizing the "Used Car" section of the site will have the ability to:

-- Quickly and easily find the used car or truck that is right for them: Combining AutoTrader.com's deep inventory with Yahoo! Search Technology, users can quickly and easily locate used cars and trucks in their area. Consumers can tailor their searches by make, model, ZIP code, keywords, price and more.
-- Access detailed information on all used car listings: Each listing includes multiple photos and detailed make and model information. Yahoo! Autos' "Used Car" section also allows consumers to access top resources such as Kelley Blue Book pricing, J.D. Power ratings, and more.
-- Personalize their auto shopping experience: Consumers can take advantage of Yahoo! Autos' "My Auto Center" solution by saving used car listings and searches.
-- Leverage Yahoo! communication tools to share their findings: Easily email selected listings to others, or utilize Yahoo! Messenger to instant message listings.

"We are delighted to add Yahoo! Autos to the AutoTrader.com team for the benefit of our 14,000 dealers who are always looking to us to grow our audience of in-market car shoppers," said Chip Perry, president and chief executive officer, AutoTrader.com. "This relationship with Yahoo!, together with our strong brand advertising, will solidify our position as the number one top of mind auto classifieds site."

"Yahoo! Autos is excited to bring together AutoTrader.com's base of dealers and classified listings with our automotive community," said James Slavet, general manager, Yahoo! Autos. "Our product leverages Yahoo!'s strengths in search, content and personalization to create the best possible user experience, and this relationship further enhances our offering for automotive consumers."

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 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 Yahoo! Autos

Yahoo! Autos (http://autos.yahoo.com/) is the starting point for automotive consumers and marketers on the Yahoo! network. The site offers comprehensive content, tools and services to help automotive consumers make informed decisions. Car buyers can compare models and features, read consumer and expert reviews, research pricing, search comprehensive automotive classified listings and get quotes from local dealers. Yahoo! Autos is also the only place where car buyers can access content aggregated from highly trusted sources including Consumer Reports, Motor Trend, J.D. Power and Kelley Blue Book, all in one location.

About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! is the No. 1 Internet brand globally and the most trafficked Internet destination worldwide. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 world properties and is available in 13 languages.

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