AutoTrader.com Launches 'My AutoTrader.com'

Allows Consumers to Save Cars, Searches, and to Compare Content

AutoTrader.com, the smarter place to buy and sell a car, today announced the launch of My AutoTrader.com. This new feature gives consumers more control over their car shopping experience by allowing them to save vehicles and searches to their personal "My AutoTrader.com" space.

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

The company's largest consumer offering to date, My AutoTrader.com provides easy and convenient personalization of the car shopping process. Consumers, who currently search the largest selection of vehicles anywhere on AutoTrader.com, can now save searches and specific vehicles that match their chosen criteria. Only a valid e-mail and password are needed to register, after which users can simply click on the "save this car" or "save search criteria" icons to allow future access to these saved vehicles and searches.

A global navigation module located in the top right corner of every page indicates if a user is signed-in, provides the summary of current saved searches and saved cars, and allows easy access into their My AutoTrader.com space. As many as 10 searches and 25 cars may be saved by an individual user at any one time.

"Consumers are empowered to tailor their shopping experience through My AutoTrader.com," said Jim Franchi, director of product management, AutoTrader.com. "It strengthens our consumer experience and is a powerful and efficient solution for the in-market car shoppers who come to our site."

In the first month since its launch on the site, 165,000 consumers have registered on My AutoTrader.com. These users have already saved hundreds of thousands of vehicles and performed tens of thousands of searches.

"Some shoppers visit our site as many as five times before reaching their final purchase decision," said Clark Wood, vice president of marketing, AutoTrader.com. "My AutoTrader.com is designed to assist them throughout the lifecycle of the shopping process."

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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