

AutoTrader.com Offers Site Enhancements for Users; Consumers Can Now Compare New and Used Cars and Email Car Photos to Friends

AutoTrader.com, the number one automotive classified website on the planet, announced today new features that enhance consumers' abilities to search for new and used cars online.

The first tool allows consumers to compare both new and used vehicle information side-by-side. AutoTrader.com's Research & Compare section previously offered space for three used cars at one time. Now consumers can compare both new and used cars in five categories: pricing & warranties, safety features, features & options and technical specifications as well as view detailed model information for each vehicle.

In addition, AutoTrader.com gives consumers the ability to email vehicle listings to a friend. This new tool makes it easier for customers to share information about used vehicles found on the site. The email functionality lets users email a link to photographs and vehicle listing information to family and friends.

"We are always looking for ways to improve the car shopping experience on AutoTrader.com," said Chip Perry, president and chief executive officer of AutoTrader.com. "The email functionality and enhancements to the Research & Compare tool help consumers make better decisions when buying new and used vehicles."

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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