AutoTrader.Com Kicks Off NCAA Basketball Sponsorship With New TV Spot

"Quest" focuses on finding the perfect car on the site

AutoTrader.com, the ultimate automotive marketplace, kicks off its sixth annual NCAA sponsorship on CBS with a new commercial spot. "Quest" will air during the January 15th Michigan State versus Ohio State game.

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

"Quest," a 30-second spot, takes the viewer on the journey to a car. The shopper depicted finds his car by viewing some of the almost 3 million cars listed on AutoTrader.com both online and in person and then choosing the perfect vehicle. The spot is a bookend to one launched on ABC's "Monday Night Football" in the fall of 2005. It carries the tag line "the smarter place to buy and sell a car." The earlier spot focused on an individual seller reaching the largest audience of shoppers while "Quest" is more about one buyer searching in the largest vehicle database. Both were created by the Donor agency in Detroit and aim to solidify a new brand direction for the company.

"As our new campaign continues and we launch nationwide TV, radio, print and online advertising over the next few months, all the creative will clearly show that AutoTrader.com is the ultimate automotive marketplace and the real leader in the space," says Clark Wood, vice president of marketing. "'Quest' takes viewers through the process of finding a car using the site to show them how easy it really is. Additionally, debuting it during an NCAA game reaches basketball fans who are loyal fans of AutoTrader.com."

"Quest" is the first creative to feature the voice of actor Christian Slater, which will also be used in upcoming radio spots. AutoTrader.com will air this commercial throughout the NCAA regular season and during "March Madness," including the Final Four and the National Championship game.

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 2.8 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.

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, +1-404-568-5943, or louise.barr@autotrader.com

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

https://press.autotrader.com/news-releases?item=66699