AutoTrader.com Has Highest Overall Satisfaction Among Used-Vehicle Independent Sites in J.D. Power and Associates Study

Company Receives Highest Scores Among Used-Vehicle Independent Sites in 2005 Dealer Satisfaction with Online Buying Services Study

AutoTrader.com, the #1 online automotive classified advertising company in the U.S., today announces important results in the 2005 Dealer Satisfaction with Online Buying Services Study from J.D. Power and Associates.

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

AutoTrader.com has the highest overall satisfaction among used-vehicle independent sites for the second year in a row. The company received the highest scores for Overall Satisfaction, Business Generation, Dealer Support/Service, Transmission of Leads and Advertising, leading other competitors in the study in each of these satisfaction factors.

According to the study, AutoTrader.com delivers more used-vehicle leads per dealer than its competitors. The company also delivers more used-vehicle sales per dealer than its competitors. With the highest monthly used leads per dealer (26), AutoTrader.com delivers 11% of its dealers' total used-vehicle sales. AutoTrader.com received highest scores in 14 out of 15 dealer satisfaction attributes (such as Quality of Leads, Gross Profit Margin, Dealer Training and Assistance with Selling Certified Pre-Owned Vehicles). Service satisfaction has helped AutoTrader.com remain the dominant volume player in the arena of used-vehicle lead providers.

"This authoritative measurement of dealer satisfaction is reflective of the fact that AutoTrader.com continues to prove its worth to dealers," said Chip Perry, president and chief executive officer, AutoTrader.com. "With our growing stable of partners and our continued commitment to national marketing, our sales force and customer service, we drive consumers to dealers and value our dealer customers.

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 10 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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