AutoTrader.com Launches Certified Dealer Display Ad Product; Adds GM Certified As Partner

AutoTrader.com's Dynamic Display Ad Capabilities Used by Dealers To Maximize Inventory

AutoTrader.com, the number one automotive classifieds site on the planet, announced today its ongoing commitment to maximizing dealer inventory by launching Certified Display Ads (CDA). CDA gives dealers the ability to create a full-page ad within AutoTrader.com for their certified inventory only. "This program allows dealers who wish to increase sales of certified inventory to spotlight up to eight specials with one ad," said Clark Wood, vice president of marketing for AutoTrader.com. CDA also creates a "See Our Specials" link on the dealer's classified, adds an inventory link off the CDA page as well as a Specials text area at the top of the page.

As an example of the success of CDA, AutoTrader.com has also announced the launch of its new GM Certified Used Vehicles Dealer Display Ads (GMCDDA). Utilizing the existing platform and building on the CDA capabilities already in place, the GMCDDA lets dealers give prominence to GM certified vehicles in their inventories. A GM Certified tile and Certified link serve to highlight the certified listings. GM CDDA qualifies for reimbursement under the GM Individual Dealer Co-Op Advertising Program.

AutoTrader.com has seen certified vehicle searches on its site skyrocket from 77,000 searches in April 2001 to 301,000 searches in March 2002 -- an increase of 291 percent.

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.

About GM Certified Used Vehicles

GM Certified Used Vehicles are high quality, reconditioned, factory-backed vehicles available at participating General Motors dealers. All models are five years old or newer; have 60,000 miles or less; and are reconditioned to GM Certified Used Vehicle standards under GM's rigorous 100+ point inspection and reconditioning process. For more information about GM Certified Used Vehicles, visit http://www.gmcertified.com/ .

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