

AutoTrader.com Launches Interactive, Online Training for Automotive Dealers

Free Advertising Essentials modules can be downloaded to mp3 players

AutoTrader.com, the ultimate automotive marketplace, announces the launch of Advertising Essentials, a free interactive educational site for automotive dealers available online at <http://advertisingessentials.autotrader.com/>.

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

Advertising Essentials teaches dealers practical skills and tactics to effectively merchandise their cars on the Internet and to maximize the return on their Internet advertising investment. The modules cover writing good copy, taking good photos, the importance of pricing, and reviewing listings to improve results. The interactive site is training-focused, quizzing users to test and reinforce the important information being taught so that they improve their skills. All of the concepts discussed in the training can be applied to advertising on all third party Internet sites as well as dealer web sites.

"We continue to see a need in the marketplace for increased Internet marketing and sales skills and we are committed to providing dealers with compelling training on proven techniques to merchandise their cars and reach in-market car shoppers," said Chip Perry, president and chief executive officer, AutoTrader.com. "Advertising Essentials training will help dealers achieve a higher level of sales and profits from their Internet advertising, regardless of the sites they are using."

AutoTrader.com CEO Chip Perry and National Dealer Trainer Jack Simmons are featured and introduce the training modules, which are aimed at automotive and Internet sales managers and new and used car dealers. Users have the capability to download the training session to mp3 players so they can listen and learn on-the-go.

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>

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