NADAguides Partnership Opens New Content, Functionality Horizons for AutoTrader.com

When shopping for a new, used or certified pre-owned car on AutoTrader.com, shoppers will have access to more photos, information, comparison tools, pricing and cost-of-ownership information than ever before due to a new facet to AutoTrader.com's long partnership with NADAguides.com (http://www.nadaguides.com/) the world's largest publisher of new and used vehicle pricing and specification information.

(Logo: http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO)

AutoTrader.com and NADAguides have a long-standing relationship under which AutoTrader.com powers NADAguides' new, used and certified pre-owned vehicle listings and NADAguides provides vehicle pricing for AutoTrader.com's listings. This year AutoTrader.com will launch a suite of tools and content, powered by NADAguides.com, that will make AutoTrader.com one of the easiest and most comprehensive places for car buyers to research, compare and find the perfect car.

The enhancements to AutoTrader.com's site through NADAguides that have already been launched or will launch soon are:

-- NADAguides Integrated Content™ (NIC) that includes Used Car Data, Mapping Tools, Incentives and Rebates, vehicle classifications, Tips & Advice articles, "Fast Facts", warranty information and technical specifications.
-- Chrome Vehicle Information Database, Environmental Protection Agency (EPA) rankings, photos, configuration/comparison tools, VIN data and crash test ratings;
-- Evox photos with color-change capability and 360-degree interior and exterior spins;
-- Wheels TV Top 200 video reviews;
-- ALG residual lease valuations;
-- Vincentric true-cost-of-ownership values.

"Our goal at AutoTrader.com is to be the ultimate automotive market place and with these new tools and content powered by NADAguides, coupled with the variety of other products and functionality we're rolling out, AutoTrader.com offers a complete suite of tools for buyers to research, compare, configure and find their perfect new or used car," said AutoTrader.com CEO Chip Perry. "AutoTrader.com could have purchased or built these tools on our own, but the opportunity to get all this content in a one-stop-shop partnership like NADAguides.com was too good to pass up."

"As long-term partners, NADAguides.com and AutoTrader.com have always been committed to providing car buyers with the most comprehensive research and shopping tools available online," said Lenny Sims, Vice President of Operations at NADAguides.com. "NADAguides.com has evolved into a full-service vehicle buying, selling, owning and research resource so it makes perfect sense to extend those services to AutoTrader.com, our trusted and valued partner."

These tools and content are key elements of AutoTrader.com's 2008 improvements, which include more robust research and compare functionality, detailed "Lifestyle Central" sections where buyers can search for cars based on attributes like "green" or "family focus," easier navigation, easier to read listing pages and unparalleled visual depictions of cars that include photos, color-change capability and videos. These new functionalities are aimed at giving automobile dealers the most robust set of tools for merchandising and marketing their vehicles online with AutoTrader.com and giving visitors to AutoTrader.com the most comprehensive tools for finding the perfect car.

About NADAguides.com

N.A.D.A. Appraisal Guides (NADAguides.com) is the world's largest publisher of vehicle pricing and specification information for new and used cars, trucks, vans, and SUVs, as well as van conversions, limousines, classic and collectible cars, boats, RVs, motorcycles, snowmobiles, personal watercraft and manufactured housing. The company's consumer website, NADAguides.com (http://www.nadaguides.com/), offers a variety of new and used vehicle services in addition to valuation information. Throughout its 75-year history, N.A.D.A. Appraisal Guides has earned the reputation as the recognized authority for vehicle valuations. Its website, NADAguides.com, is the most comprehensive vehicle information resource on the Internet today.

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 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 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. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

First Call Analyst:
FCMN Contact:

Photo: http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Mark Scott of AutoTrader.com, +1-404-568-7905, +1-404-435-2047 (cell), Mark.Scott@autotrader.com

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

---

https://press.autotrader.com/news-releases?item=66710