Carfax and Autotrader.com Form Strategic Partnership

Industry Leaders Join Forces to Revolutionize the Way Used Cars Will be Bought and Sold Online

Carfax, the pioneer of the vehicle history report, and AutoTrader.com, the #1 online automotive classified advertising company in the U.S., today announced they are entering into a new partnership. The two industry leaders are joining forces to help used car buyers and sellers make better decisions by improving online used car listings. In the coming months, used car shoppers on AutoTrader.com will have access to free Carfax Vehicle History Reports for cars being sold by participating dealers, further establishing AutoTrader.com as one of the Web's most comprehensive and useful automotive marketplaces.

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

"Carfax Vehicle History Reports have quickly become a must-have for anyone who wants to buy or sell a car," said Dick Raines, president of Carfax. "Today's used car shoppers demand more information than ever before - along with detailed vehicle descriptions and multiple photos, they also expect to see Carfax reports as they review used cars online. By joining our brands, Carfax and AutoTrader.com can help increase consumer confidence when buying a used car online."

Carfax and AutoTrader.com are among two of the most popular automotive Web sites. Tens of thousands of dealers rely on the services these two companies provide to help maximize the value of their used cars. Now the more than 10 million in-market consumers who look at these used cars on AutoTrader.com each month will have free access to on-the-spot vehicle history information provided by Carfax-subscribing dealers.

"Listing vehicles on AutoTrader.com enables sellers to reach the largest number of potential buyers," said Chip Perry, president and chief executive officer, AutoTrader.com. "Carfax Vehicle History Reports enhance the overall value of used cars for both buyers and sellers. With this partnership, vehicles listed on AutoTrader.com that include a Carfax Vehicle History Report will provide prospective buyers with more robust information, aiding in their purchasing decision."

Visitors to AutoTrader.com will begin seeing valuable used car information from Carfax integrated into the AutoTrader.com site in the next few weeks.

About Carfax

Founded in 1986, Carfax pioneered the concept of the vehicle history report. Carfax Vehicle History Reports, the most comprehensive collection of used vehicle information ever assembled, can confirm a clean title history or help purchasers identify previous salvage history, odometer fraud, flood damage and more. Carfax, Inc., based in Fairfax, Virginia, is a wholly owned subsidiary of the R.L. Polk & Co.

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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