AutoTrader.com Maintains Marketing Momentum With Sponsorship of NCAA Basketball on CBS

Third Season With NCAA Includes Air Time During March Madness, Final Four

AutoTrader.com, the world's largest automotive marketplace, announced today its ongoing commitment to nationwide brand marketing and advertising with its planned broadcast sponsorship of the NCAA on CBS. Throughout the televised basketball season this spring, AutoTrader.com will air its popular 'whoosh' and 'buddies' commercials in rotating spots.

AutoTrader.com has also secured placements in the widely-watched tournament games as well as the Final Four and the NCAA Championship game on April 7. It has confirmed squeezebacks and TV billboards throughout the sponsorship, ensuring brand exposure to millions of viewers in the key online car-buying demographic.

"For three seasons of NCAA on CBS, we've successfully used televised basketball sponsorships as a highly-targeted way to reach an important demographic segment," said Clark Wood, vice president of marketing, AutoTrader.com. "As the only automotive dotcom with a major national network television campaign this year, we continue to reach our target demographic through a variety of ongoing sports sponsorships, building nationwide awareness and keeping AutoTrader.com top of mind."

AutoTrader.com's sponsorship approach to repeatedly reach its target audience through a variety of media reinforces AutoTrader.com's brand as a household name synonymous with smart used car shopping. AutoTrader.com has consistently employed broadcast advertising during widely viewed sporting events such as NFL, MLB, NBA, NCAA Basketball and NASCAR. As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 6 million unique monthly visitors, conducting more than 30 million vehicle searches per month from a database of 2.2 million vehicles.

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. AutoTrader.com aggregates in a single location a comprehensive database of more than 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 6 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 owner and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

SOURCE: AutoTrader.com

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