AutoTrader.com Teams Up With Darrell Green for Washington Auto Show

Company's first appearance at consumer auto show, discounted admission offered

AutoTrader.com, the ultimate automotive marketplace, announces a sponsorship of the Washington Auto Show. In addition to offering discounted admission to the show, the company's booth will feature appearances by Washington Redskins legend Darrell Green.

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

At the 64th annual Washington Auto Show, held at the Washington Convention Center from January 24th to 29th, Friday, January 27th will be "AutoTrader.com Day." Consumers can visit www.AutoTrader.com and print out any page from the site to receive $4 off adult admission.

"We're excited to become a part of this dynamic event, introduce our consumer booth and interact with the people who visit our site every day," said Chip Perry, president and chief executive officer, AutoTrader.com. "With discounted admission, a celebrity guest, and a sweepstakes prize that can be used toward the purchase of a new car, the Washington Auto Show is sure to be a success."

Darrell Green, the seven-time All-Pro defensive back for the Washington Redskins, will be at AutoTrader.com's booth to sign autographs. In addition, AutoTrader.com is donating $15,000 to his Youth Life Foundation charity, which helps shape the lives of children and build them a brighter future.

During the show, AutoTrader.com will also hold a consumer sweepstakes worth up to $100,000 toward a new car from any Washington Area New Automobile Dealers Association (WANADA) member dealership. Entries guessing the number of items in a car will be accepted both at the booth and online at www.wjfk.com. The winner will be drawn Sunday, January 29th at 3 p.m.

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: NewsCom: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-568-5943, or louise.barr@autotrader.com

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

https://press.autotrader.com/news-releases?item=66717