

## **AutoTrader.Com Partners With Dealix Corporation To Meet Growing Demand From Auto Manufacturers**

### **Partnership Powers AutoTrader.com's New Car Buying Service**

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ATLANTA, and REDWOOD CITY, Calif.

AutoTrader.com, the world's largest automotive marketplace, and Dealix Corporation, the market expert and leader in automotive Internet marketing services, today announced a partnership that will enable AutoTrader.com to meet its growing demand from auto manufacturers.

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

With Dealix Corporation's Lead Trading Platform(SM) (LTP) powering the AutoTrader.com new car buying service, auto manufacturers will now be able to connect with AutoTrader.com's seven million monthly unique visitors. Maintaining a seamless consumer experience, Dealix will private label its technology, providing the infrastructure to capture, verify and distribute Internet new car sales leads to AutoTrader.com partners.

"This partnership is a perfect win-win," said Clark Wood, AutoTrader.com's vice president of marketing and national accounts. "AutoTrader.com is the used car powerhouse both on- and offline and Dealix is the predominant new car buying service. We handpicked Dealix because of their expertise in the automotive Internet channel; their best-in-class technology and ease of integration; as well as their ability to deliver high volume leads very fast, while maintaining their industry-leading quality standards. Dealix has enabled us to accelerate our move into a bigger market and meet the growing demand from new car dealers and manufacturers that want access to the AutoTrader.com audience."

"Dealix and AutoTrader.com share a common vision to offer the most efficient way to buy and sell vehicles," added Dealix chief executive officer Jon Christensen.

"AutoTrader.com has one of the most powerful brands in the industry, and they needed an online technology partner that would enable them to deliver on the promise of that brand. Now, they'll have the best. Our system is the result of five years of development and providing millions of leads to our own dealer customers. Now AutoTrader.com can answer yes to all the calls they've been getting from OEMs asking to be connected with their huge consumer base. It's our intent to see their business grow exponentially."

#### **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 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings 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 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 stockholder 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.

#### **About Dealix Corporation**

Dealix Corporation, the market expert and leader in automotive Internet marketing services, delivers thousands of serious vehicle buyers to automobile dealerships, large dealer groups, and automotive manufacturers every day. Dealix owns and operates InvoiceDealers, one of the industry's leading auto buying portals and the single largest source of Internet sales leads processed through the Dealix Lead Trading Platform(SM) (LTP), a suite of proprietary technology products and business solutions. The Dealix LTP processes over 1.9 million vehicle shoppers monthly from the Dealix Lead Acquisition Network(SM), a collection of preeminent partner websites. Dealix Corporation also provides market intelligence via its data analysis division, Dealix Business Intelligence(SM) (DBI). DBI consolidates broad scale market data into concise reports that offer insight what is and is not working in the online auto industry, providing winning strategies that give Dealix partners an advantage. For more information, visit [www.dealix.com](http://www.dealix.com) .

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CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or [louise.barr@autotrader.com](mailto:louise.barr@autotrader.com); or Kristen M. Stanton of Dealix Corporation, +1-650-599-5500, or [kristen.stanton@dealix.com](mailto:kristen.stanton@dealix.com)

Web site: <http://www.autotrader.com/>  
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