AutoTrader.com Has Highest Overall Satisfaction in J.D. Power and Associates Study

Company Receives Highest Scores Among Used-Vehicle Independent Sites in 2004 Dealer Satisfaction with Online Buying Services Study

AutoTrader.com, the world's largest automotive marketplace, today announces important results in the 2004 Dealer Satisfaction with Online Buying Services Study from J.D. Power and Associates.

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

AutoTrader.com has the highest overall satisfaction among used-vehicle independent sites. The company received the highest scores for Overall Satisfaction, Business Generation, Dealer Support/Service, Transmission of Leads and Advertising, leading other competitors in the study in each of these satisfaction factors.

According to the study, AutoTrader.com delivers more used-vehicle leads per dealer than its competitors. The company increased monthly used leads per dealer from 21 in 2003 to 33 in 2004. AutoTrader.com also delivers more used- vehicle sales per dealer than its competitors. With the highest monthly used leads per dealer (33) and a 22% close ratio, AutoTrader.com delivers 13% of its dealers' total used-vehicle sales. Additionally, AutoTrader.com received highest scores in 13 out of 15 dealer satisfaction attributes (such as Quality of Leads, Gross Profit Margin, Dealer Training and Assistance with Selling Certified Pre-Owned Vehicles).

"This authoritative measurement of dealer satisfaction is reflective of the fact that dealers have voted for AutoTrader.com in more ways than one," said Chip Perry, president and chief executive officer, AutoTrader.com. "They've responded to our investments in a 500 member sales force, an increased marketing budget and customer support. This is why we've seen an unprecedented increase in the number of paying dealers with our site of 30 percent over last year."

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 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 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 has been named "the most useful used car site" by consumers and driven the most online used car sales according to J.D. Power and Associates 2004 Used Autoshopper.com Study(SM).

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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