AutoTrader.com Launches Spotlight Ads

New Listing Enhancement Ensures More In-Market Customers See Chosen Vehicles

AutoTrader.com, the number one automotive classifieds site on the planet, today announces the launch of its new Spotlight Ads product for dealers. Paying dealers with AutoTrader.com can now market vehicles in a new type of ad that ensures maximum exposure to in-market buyers. When a dealer's vehicle matches a search on the site, the Spotlight Ad appears prominently at the top of the search results page so customers see it first.

"Our Spotlight Ads product is a new advertising enhancement that a dealer can use to market in-demand vehicles and drive more people into their dealership," said Chip Perry, president and chief executive officer of AutoTrader.com. "Research shows that prominence and larger photos generate many more leads per car which ultimately means more car sales."

Spotlight Ads appear in one of three spaces above the Premium and Featured sections of search results pages. Each ad includes a large, full-color photo, price, dealership name and a link to more details on the spotlighted vehicle. The three spots will randomly rotate. A "Show All" option links to a page that displays all the Spotlight Ads for the vehicle search performed. AutoTrader.com dealers have access to the largest audience of local buyers available anywhere, with more than 7 million unique monthly visitors who perform 40 million vehicle searches and view 80 million individual vehicles each month.

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.

SOURCE: AutoTrader.com

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