AutoTrader.com Offers Gas-Conserving Tips for the Holidays

Site's Advice for Traveling Smart, Saving Money

AutoTrader.com, the #1 online automotive classified advertising company in the U.S., advises consumers facing long road trips this holiday season to conserve gas by following some practical, common sense tips. Easy ways to become a more efficient driver include:

- Driving the more fuel-efficient car if you have a choice, especially on long-distance trips
- Using cruise-control when traveling the same speed over a long period of time
- Running all your errands at once, or doing your holiday shopping at stores you know are in the same area
- Avoiding aggressive driving, such as revving your engine and accelerating quickly
- Taking unnecessary items out of your vehicle to lighten the weight the engine has to push
- Simply driving your car less - carpooling to work, school or the store; ordering food that delivers to you; renting a pay-per-view movie; taking a walk, jog, or exercise at home
- Maintaining your vehicle - replace your air filter, inflate your tires, use only necessary octane of gasoline

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

With more than 10 million consumer shoppers per month and 2.8 million cars and trucks listed for sale, AutoTrader.com has an insightful view of the automotive marketplace. Given recent data that illustrates waning interest in SUVs and trucks and increased interest in more compact, fuel efficient cars, consumers are still keenly aware of gas prices' impact on the cost of driving.

"Saving money for the holidays is on many peoples' minds. Simple things like maintaining your car to make sure it's running at peak performance and using your more efficient car can help save money on gas," says Content Manager Shawn Tucker. "AutoTrader.com has $25.4 billion dollars worth of used vehicles for sale and $8.6 billion worth of new vehicles on a daily basis. So if you're in the market for a new car, no matter what your needs, we have the right car for you."

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 10 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.

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