AutoTrader.com Ranks Highest in Overall Satisfaction Among Used-Vehicle Services in J.D. Power and Associates Study

Company Receives Award for Highest Scores among used-vehicle leads, second highest among new-vehicle leads in 2006 Dealer Satisfaction with Online Buying Services Study

AutoTrader.com, the smarter place to buy and sell a car, today announces it ranks highest for Overall Satisfaction among Used-Lead online buying services (OBS) for the third consecutive year, based on results from the 2006 Dealer Satisfaction with Online Buying Services Study. AutoTrader.com also ranks second highest for Overall Satisfaction among new-vehicle lead providers.

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

The company received the industry's highest used-lead scores for Overall Satisfaction, Business Generation, Dealer Support/Service, Transmission of Leads and Advertising, leading the nine other competitors in the study in each satisfaction category. According to the study, AutoTrader.com's strength is in the Business Generation measure, with the highest closing ratio on the used- vehicle leads it provides dealers.

In addition, AutoTrader.com received the highest scores and is considered the "Best Practice" in all 14 dealer satisfaction attributes, providing high quantity and quality of leads and assisting in selling more certified pre- owned vehicles.

For the first time, AutoTrader.com was also ranked for new-vehicle leads. The company ranks second highest in Overall Satisfaction among new-lead providers and has the second highest new-vehicle closing ratio. AutoTrader.com also received the highest scores in one of the five new-lead measures: Transmission of Leads. The J.D. Power and Associates study reported AutoTrader.com performed well in the Business Generation (for Quality of Leads and Incremental Business attributes) and Dealer Support/Service measures.

"The Dealer Satisfaction with Online Buying Services Study not only reinforces AutoTrader.com's leadership among used-vehicle services, but it also demonstrates our ability to make a strong connection with new-vehicle shoppers," said Chip Perry, president and chief executive officer, AutoTrader.com. "The study illustrates the value we deliver to our dealer customers as the ultimate automotive marketplace."

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 3 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 ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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