# AutoTrader.com Announces Comprehensive Media Room for Journalists on AutoTrader.com Site

**New Media Room Offers Reporters Information, Executive Bios, Media Contacts and More**

ATLANTA, Nov. 3 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace, has launched the company's new Media Room on the company's site to provide journalists with accurate and up-to-date information about the company.

Journalists seeking background information on AutoTrader.com or sources for stories on the automotive industry, online marketing or other similar topics can access press releases, executive biographies, media contact information and other information easily in this new section, which was designed to meet journalists' needs as quickly and efficiently as possible. The media room site can be accessed directly at http://autotrader.mediaroom.com/ or via the "Press Room" button in the lower right corner of the AutoTrader.com home page.

Founded 10 years ago, AutoTrader.com has become the No. 1 site for buyers looking to research, compare and locate new, used and certified pre-owned automobiles for sale from car dealers and individual sellers across the country. Car dealers and individuals posting vehicles for sale on the site can utilize a variety of tools to market and merchandise their vehicles, including multiple photos, video, extensive text descriptions and more. Buyers coming to the site can access articles on a variety of auto-buying topics, research and compare vehicles for sale and read customer-generated reviews of new and used cars listed for sale on the site.

The company has also become a leading source for journalists seeking information and insight on the auto and online marketing industries. The company's monthly Trend Engine report highlights the top 20 viewed new and used vehicles on the site, offering an independent, real-time look at the vehicles shoppers are looking at each month. AutoTrader.com executives and subject matter experts also offer a wealth of knowledge based on years of experience in the automotive, marketing and technology industries.

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 about 4 million new, used and certified pre-owned vehicle listings from 40,000 dealers and 250,000 private owners and the site attracts about 14 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, lease visit http://www.autotrader.com/

SOURCE: AutoTrader.com

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