AutoTrader Classics is On-Line and Print Resource for Classic Car Collectors and Enthusiasts

Visit AutoTrader Classics Booth at SEMA to See What All the Buzz is About

ATLANTA, Nov. 4 /PRNewswire/ -- Visitors to the 2008 SEMA Show at the Las Vegas Convention Center will learn all about the best place for automotive and classic car enthusiasts to fuel their love affair with vehicles at the AutoTrader Classics booth, number 23495.

AutoTrader Classics is designed to speak to people new to collecting classic cars and those who are experienced in the hobby.

"AutoTrader Classics will provide classic car aficionados of all varieties a place to find the vehicle of their dreams," said Rob Huting, general manager, AutoTrader Classics. "In addition, it also includes a constantly growing number of resources designed to help these enthusiasts repair, restore, maintain and fully enjoy their classic cars and trucks."

At the AutoTrader Classics SEMA booth, computer terminals will be available for show attendees to interact with the newly redesigned site. The new site offers visitors the opportunity to find specific cars, post their car for sale, browse classic cars for sale by model or type and interact with a variety of other resources and information for the classic car collector.

Along with the newly redesigned AutoTrader Classics web site, AutoTrader Classics also publishes nine print magazines: Mustang & Ford, Classic Cars & Parts (formerly Old Car Trader), Corvette & Chevy and Kustoms & Hot Rods (formerly Specialty Car Marketplace), Deals on Wheels, Milestones, Racing Milestones, Street & Tuner Milestones and Truck, Race, Cycle & Rec. Marketplace.

Changes to the magazines include improved paper quality throughout, a revised interior layout that eases the browsing of classifieds and new editorial content designed to keep the reader better informed. The covers of all the publications have also been redesigned to be fully integrated with the AutoTrader Classics brand. In addition, a fifth print publication, Classic Cars & Parts - Price Guide, will be produced in partnership with NADA Guides. This publication will include information on classic cars and trucks from 1946 to 1988 as well as exotic cars from 1946 to 2008. Classics Cars & Parts - Price Guide will be published bi-monthly starting in August 2008 and features a cover price of $7.99.

Copies of the AutoTrader Classics magazines will be available at the company's SEMA booth. The company will also have on display an extensively customized harbor blue 1957 Chevy Bel Air convertible.

"AutoTrader.com has always advocated that smart shoppers compare and know the marketplace so that they may get the best deal, and this holds true for buyers of classic vehicles," added Huting. "With these publications, classic car buyers and enthusiasts will be able to fully understand what price to pay for the classic car or truck of their dreams."

AutoTrader Classics full inventory of vehicles and parts can be found at http://www.autotraderclassics.com/ or http://www.dealsonwheels.com/ .

AutoTrader Classics' print publications, including Mustang & Ford, Classic Cars & Parts, Corvette & Chevy, Kustoms & Hot Rods and Classic Cars & Parts - Price Guide can all be purchased at both convenience stores such as 7-11 and CVS, as well as bookshops such as Barnes & Nobles and Borders.

About AutoTrader Classics

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the

Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 20,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. In addition to the online marketplace, AutoTrader Classics also produces a series of print publications designed to inform and entertain classic car enthusiasts and collectors. For more information, please visit http://www.autotraderclassics.com/ .

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 more than 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, please visit http://www.autotrader.com/.

SOURCE: AutoTrader Classics

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