

Search for the Car of Your Dreams and Enter to Win \$50,000 to Buy It at Chicago Auto Show

ATLANTA, Feb. 10 /[PRNewswire](#)/ -- Auto enthusiasts and car buyers cruising the aisles of the Chicago Auto Show have a new resource right on the show floor for comparing, researching and checking availability of the hot new models on display. AutoTrader.com will have a booth at the Chicago Auto Show for the first time and will equip its booth with computer terminals and internet access so visitors to the show can find out more about the new cars they see on the show floor without ever leaving the building. And one lucky Chicago resident may be the winner of AutoTrader.com's sweepstakes for \$50,000 to purchase a car listed for sale on the site.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO>)

"What better way to enhance the auto show experience than being able to check out the options, dealer specials and local inventory of that new car you fell in love with on the show floor while still at the show," said Don Dixon, AutoTrader.com's director of sponsorships and promotions. "And while show attendees are at our booth, they can play our on-line Match-It game and enter to win \$50,000 toward the purchase of a vehicle listed for sale on our site."

The online Match It game is a fun and addictive brain teaser that has players match auto maker logos. Players must click on game panels to reveal and match the logos while the clock ticks down. Players then play a bonus round where they match AutoTrader.com slogans as they scroll up with the same slogans on a game board. Throughout the game, players are encouraged to enter the sweepstakes for \$50,000 towards the purchase of a new, used or certified pre-owned car on AutoTrader.com. Visitors to the game site do not have to play the game to enter and there is no purchase necessary to enter. See official rules at www.autotrader.com/win.

"We're excited about participating in the Chicago Auto Show for the first time and look forward to returning," said Dixon.

The Chicago Auto Show is open to the public from February 13 through February 22 at McCormick Place, 2301 South Martin Luther King Drive in Chicago. For more information about the show, including hours and ticket prices, please visit www.chicagoautoshow.com. The AutoTrader.com booth will be located in the South Hall of the convention center.

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 3.5 million new cars, used cars and certified pre-owned cars 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, please visit www.autotrader.com.

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