AutoTrader Latino is the Only Company to Put National On-Line and Print Focus on Fast-Growing Hispanic-American Car Buyer Market

ATLANTA, April 14 /PRNewswire/ -- While much of the auto industry waits for recovery, one segment of car buyers is continuing to grow - the market of Hispanic-American car buyers. With double digit growth in car sales to Hispanic Americans over the past few years, more than $1 trillion in buying power owned by this segment, continued migration of Hispanics into the United States and more than a third of the current U.S. Hispanic-American population being under 18, Hispanic-Americans represent a current and future growth market that can not be ignored by auto makers, dealers and marketers. AutoTrader Latino, a new division of AutoTrader.com, is poised to serve this growing market opportunity.

"Our strategy incorporates on-line and print in both English and Spanish to ensure we meet the needs of this growing population of car buyers," said Jose Ignacio Puente, general manager of AutoTrader Latino.

AutoTrader Latino consists of www.AutoTraderLatino.com, a nationwide, Spanish-language automotive classified site, and AutoTrader Latino classified print magazines distributed in 15 of the largest markets for Hispanic-American car buyers, including Atlanta, Dallas, Phoenix, Fort Lauderdale and Los Angeles. The magazines offer ads in Spanish and English, feature car listings from dealers in those local areas and are available free in high-traffic areas.

The AutoTraderLatino.com web site has up to 1 million vehicles listed for sale and thousands of unique monthly visitors in every major DMA. The web site offers national reach for ads placed there and the ability for car buyers to search for cars by geographic location, model, body style, color, price range and a number of other criteria. Shoppers on the site can also search for new, used or certified pre-owned vehicles.

AutoTrader Latino will grow into markets with large concentrations of Hispanic-American car buyers including Puerto Rico. Other markets lined up for magazine launches this year include Las Vegas, Houston, Charlotte, Tampa, Orlando and Washington, D.C.

AutoTrader Latino increases its reach with print and on-line partnerships with top national and local market print and on-line media targeting the Hispanic-American community. Nationally, AutoTrader Latino provides auto listings on Univision.com's city pages. Major local-market partnerships include Mundo Hispanico, an Atlanta-based general news publication and web site targeting Hispanic Americans in Atlanta and north Georgia. AutoTrader Latino provides auto listings in the print publication and Mundo Hispanic's web site.

"Our goal is to serve this market how and where they want to be served - in English, in Spanish, on-line and in print," said Puente. "There continues to be a strong demand for a print product among Hispanic-American car buyers and AutoTrader Latino is the only company that offers auto dealers a comprehensive national and local-market avenue for reaching this fast-growing market."

AutoTrader Latino evolved out of various print and on-line efforts AutoTrader.com and its sister company, Auto Trader Publishing, had engaged in to reach this group. Formerly known as AutoMercado, this initiative was spread between the two companies. Renamed AutoTrader Latino to benefit from the unparalleled AutoTrader.com brand recognition even in the Hispanic-American community, the entire unit now lives within AutoTrader.com as a result of recent consolidation of the business.

About AutoTrader Latino

AutoTrader Latino is a nationwide advertising outlet aimed at serving the fast-growing market of Hispanic-American car buyers with both print and on-line media. With more than 1 million cars listed for sale on-line and in a growing number of local-market print publications, AutoTrader Latino reaches Hispanic-American in-market buyers in both English and Spanish. Please visit www.autotraderlatino.com for more information.

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.

Source: AutoTrader.com

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