AutoTrader Classics Relaunches as the Premiere Destination for Fans of Classic Cars and Trucks

Site Redesign Adds Fuel to the Passion for Classic Cars with Social Media / Community Functionality

ATLANTA, April 21 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace, has re-launched AutoTrader Classics, the site dedicated to providing a meeting point for classic car buyers, sellers and enthusiasts. Now, in addition to listings for classic autos and parts, the site features an all-new user interface with improved ease-of-use and innovative functionality that creates a true one-stop, interactive community for fans of classic cars.

AutoTrader Classic's community functionality allows enthusiasts to tell their stories of their love affair with cars. Once enthusiasts have joined, they can post pictures and videos of their own classic autos to their profile and connect with other enthusiasts on the site.

Enthusiasts also will find detailed listings of thousands of vehicles for sale from both classic car dealers and private sellers. AutoTrader Classics new listing system allows sellers to upload high-resolution photographs, and features a zoom functionality so a potential buyer can explore a vehicle in detail. In addition to searching for entire vehicles, classic car enthusiasts can also locate parts, tools, services and dealerships.

Beyond commercial listings, visitors to AutoTrader Classics will find the latest information on thousands of classic car events across the country, including get-togethers, swap meets, cruise-ins, formalized shows and auctions.

The revised site also features additional articles on industry news and event coverage, plus more detailed information designed to help restorers and custom-car builders with projects. This includes articles designed to help classic car buyers evaluate, finance, purchase, ship, insure, maintain and improve a classic or custom vehicle.

"Whether a person is looking to start their first classic car restoration or is an experienced custom hot-rod builder completing their 100th, he or she will find AutoTrader Classics a place for learning and sharing his or her passion for these vehicles with like-minded individuals," said Rob Huting, general manager, AutoTrader Classics. "We have created a site that truly seeks to be the one-stop shop for aficionados of every kind of classic car, from restorods to antiques to muscle cars to rats, and everything in between."

AutoTrader Classics will launch with a unique advertising campaign focused around the tagline, "Are you one of us?" Ads will be run in a variety of media, including TV, online, radio, print and event signage, with creative depicting the levels to which true classic car afficianados are willing to take their obsessions. The campaigns will encourage classic car lovers to not only visit AutoTraderClassics.com, but to also become a member of the online community, where they can document and share the stories of their passion with others.

AutoTrader Classics can be found online at www.AutoTraderClassics.com. In addition to the web site, there are multiple AutoTrader Classics' print publications, including *Mustang & Ford*, *Classic Cars & Parts*, *Corvette & Chevy*, *Kustoms & Hot Rods* and *Classic Cars & Parts - Price Guide*, all of which can be purchased at convenience stores such as 7-11 and CVS and 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 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 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

Web site: http://www.autotrader.com/

---

https://press.autotrader.com/news-releases?item=66767