AutoTrader.com Adds Three New Featured Listings to New Model Showcase Page

ATLANTA, June 18 /PRNewswire/ -- AutoTrader.com has added three new "Featured" models to the company's New Model Showcase; the 2009 Ford F-150, the 2009 Mazda 6 and the 2010 Toyota Prius.

AutoTrader.com's New Model Showcase is a comprehensive resource for car shoppers and enthusiasts offering detailed information and photos of new models just released and first looks at new models coming down the pike. Featured listings on the New Model Showcase get premium position on the page, additional pictures and more detailed descriptions.

Autos highlighted on the New Model Showcase are split into two categories, "Coming Soon" and "Now Available," and the page is updated frequently to reflect when new models come available and are announced.

Visitors to the showcase detail page can request additional information from the manufacturer, send an email about the model to a friend or family member, read reviews about the vehicle, view inventory of the model if it's available or, for models not yet available, set an email alert to remind them when the model does hit showroom floors.

The new Chevy Camaro was featured on the New Model Showcase for several months before the car was available for purchase. The Camaro was the No. 1 new car viewed on AutoTrader.com in May.

The New Model Showcase can be accessed from the AutoTrader.com home page.

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 million new cars, used cars and certified pre-owned cars from thousands of auto dealers and private sellers 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 improve 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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