Hyundai to Supply Live Feed of National Dealership Certified Pre-Owned Inventory to AutoTrader.com

ATLANTA, Dec. 8 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace, today announced it will begin carrying a live feed of all Certified Pre-Owned (CPO) Hyundai automobiles currently available at more than 790 Hyundai retailers nationwide.

All Hyundai CPO vehicles will be imported into the AutoTrader.com database and will be placed in the standard listings section of the site. Hyundai CPO vehicles will display when a shopper conducts a vehicle search that includes either used or Certified options. Hyundai will also have CPO banner ads appearing throughout the site to promote the quality of the Hyundai Motor America CPO program.

The Certified Pre-Owned segment has seen online searches double in the past three years. So far in 2009, sales have held steady year-over-year with 2008 despite the difficult sales environment. And with 49 percent of CPO buyers likely to re-purchase from the same dealer, CPO sales provide a strong opportunity to convert used car shoppers into new car buyers when the economy improves.

"The Internet is the most influential source in helping used-car shoppers select a vehicle, and with over 15 million unique visitors each month, AutoTrader.com leads the way in reaching new, used and CPO customers," said AutoTrader.com President and CEO Chip Perry. "This live feed provides Hyundai with a way to not only market its current CPO inventory, but to create dedicated customers who will continue to purchase new and CPO Hyundai vehicles in the future."

Every Certified Pre-Owned Hyundai must be less than five model years old, have under 60,000 miles, and pass a rigorous 150-point inspection. All CPO Hyundais include the balance of the America's Best Warranty™, which provides 10-year/100,000-mile powertrain protection to the original owner. In addition, all Hyundai CPO vehicles include roadside assistance, as well as rental car, towing and travel breakdown coverage in case of an emergency.

"Thanks to our impressive line-up of vehicles and a CPO program recognized as one of the industry's best, Hyundai has seen impressive growth in the CPO sector in 2009, with sales for the first ten months of the year up 79 percent over 2008," said Dave Zuchowski, Vice President of Sales at Hyundai Motor America. "In partnering with AutoTrader.com, we will be able to significantly increase our market share in the CPO segment by reaching the millions of car buyers who visit the site each month."

The live feed from Hyundai will begin appearing immediately on AutoTrader.com. Hyundai launched the program with a month-long sponsorship of the CPO section home page and the CPO Research & Compare tools on the site.

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 millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 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.

About Hyundai Motor America

Hyundai Motor America, headquartered in Fountain Valley, Calif., is a subsidiary of Hyundai Motor Co. of Korea. Hyundai vehicles are distributed throughout the United States by Hyundai Motor America and are sold and serviced through more than 780 dealerships nationwide. All Hyundai vehicles sold in the U.S. are covered by The Hyundai Advantage, America's Best Warranty. In addition, Hyundai Assurance is now offered on all new vehicles leased or purchased from a certified Hyundai dealer. The program is available to any consumer, regardless of age, health, employment record or financed amount of the vehicle. The program is complimentary for the first 12 months.

SOURCE: AutoTrader.com

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

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