

AutoTrader Classics and Sony Electronics Aim to Give One Lucky Winner at Barrett-Jackson Auction a \$2,000 REDSTER Sony Audio Package

SCOTTSDALE, Ariz., Jan. 14, 2011 [/PRNewswire/](#) -- Visitors to the 40th Annual Barrett-Jackson Scottsdale Auction, January 17-23 at West World of Scottsdale, will have the chance to enter and win a REDSTER Sony Audio Pack, worth more than \$2,000, courtesy of AutoTrader Classics, the best place for classic car enthusiasts to fuel their passion for classic cars. Attendees to the auction can enter at the AutoTrader Classics booth, number 13 A-D.

The prize package includes a receiver with navigation, amplifiers, speakers and subwoofers. Attendees can enter by registering on one of the four Sony laptops at the AutoTrader Classics booth from January 17-January 23. The winner will be selected at random by AutoTrader Classics and will be notified shortly after the contest concludes.

The audio package mirrors the electronics featured in the REDSTER, AutoTrader Classics' one-of-a-kind 1951 Chevy 3100. The REDSTER, designed by Hollywood Movie Car Designer and TV host Fireball Tim was built as a promotional vehicle to increase brand awareness about AutoTrader Classics and to showcase a variety of modern technologies in a unique classic vehicle. Show attendees will be able to interact with the AutoTrader Classics site via the REDSTER's technology and view other exciting upgrades and systems on the vehicle. In addition to Barrett-Jackson, the vehicle will be used at automotive events across the country through the end of 2011.

"We are excited to be partnering with Sony on this audio package, which mirrors the great Sony equipment we installed in the REDSTER," said Rob Huting, general manager of AutoTrader Classics.

AutoTrader Classics' web sites and magazines are designed to speak to both the long time car enthusiast, as well as people who are new to the hobby.

"AutoTrader Classics is a community where classic car enthusiasts can not only find the car of the dreams, but can also connect with like-minded people," Huting said. "With more than 200,000 classic car dealers and enthusiasts attending the Barrett-Jackson auction, it is an ideal opportunity to reach our target audience."

AutoTrader Classics offers visitors the opportunity to find specific cars, post their car for sale, browse classic cars for sale by model or type and interact with a variety of other resources and information for the classic car collector. Along with the site, AutoTrader Classics also publishes print magazines: *Classic Cars & Parts*; *Kustoms and Hot Rods*; *Mustang® & Ford®*; *Corvette® & Chevy®*; *Deals on Wheels*; and *Truck, Race and Repairable® Marketplace*.

Copies of the AutoTrader Classics magazines will be available at the company's

Barrett-Jackson booth.

AutoTrader Classics full inventory of vehicles and parts can be found at www.autotraderclassics.com or www.dealsonwheels.com.

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. The company also owns www.DealsOnWheels.com an up-to-date source for muscle cars, sports cars, 50's classics, antique automobiles, related parts, services and accessories. For more information, please visit www.autotraderclassics.com.

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