AutoTrader.com Launches 2011 Evolution of 'We Work For You' Multimedia Advertising Campaign

Campaign Integrates Traditional Ads, Online Ads and Videos to Highlight How AutoTrader.com Drives Success for Dealers and Automotive Advertising Professionals

ATLANTA, Feb. 10, 2011 /PRNewswire/ -- This month, AutoTrader.com will unveil the next evolution of its highly successful "We Work For You" advertising campaign, which showcases the benefits that real dealers and advertising clients experience using AutoTrader.com. The campaign integrates traditional and online advertisements in major automotive media with a high-impact website that hosts video case studies, located at www.WeWorkForYou.com.

(Photo: http://photos.prnewswire.com/prnh/20110210/CL42959)

The ads will feature actual AutoTrader.com dealer and advertising customers with brief case studies and quotes about how advertising on AutoTrader.com influences more shoppers and brings more buyers to their lots. Some of the ads will also feature AutoTrader.com representatives appearing alongside their clients to showcase the close relationship and partnership between AutoTrader.com and its clients.

The 2011 campaign will come to life at the National Automobile Dealers Association (NADA) Convention, held February 5 – 7 in San Francisco, with larger-than-life graphics wrapping the AutoTrader.com booth. Throughout 2011, the campaign will continue via print and online ads in top dealer-facing media, including Automotive News, Automotive Remarketing/autoremarketing.com, Dealer Magazine/dealermagazine.com, Used Car Dealer, automotivedigest.com and more. The campaign will also be carried on the websites of the National Automobile Dealers Association (nada.org) and the National Independent Automobile Dealer Association (niada.com). Video interviews featuring AutoTrader.com clients and representatives will also be available online at www.WeWorkForYou.com and the company will push videos, messages and images from the campaign to relevant audiences via the company's social media channels, including Facebook, YouTube and Twitter.

"The 'We Work For You' Campaign is fueled by a simple but powerful belief at AutoTrader.com: we are committed to our customers' success," said Chief Marketing Officer Clark Wood. "We want to do everything we can to make our customers more successful. Featuring real customers in our campaigns enables this message to resonate with our advertisers. The success stories we heard from the customers we're featuring this year are incredibly compelling, and we're excited to circulate their stories through the trade media."

"'We Work For You' is more than a tagline; it is a guiding principle that defines how we approach our customers," Wood continued. "Three years ago our sales force embraced a consultative approach to working with clients that ensures those clients were not only buying the right products — but that they were also using those products to their utmost potential. As we began building this campaign, it was gratifying to see the positive impact of this effort, as customer after customer told us how important AutoTrader.com

has been in helping them achieve and exceed their goals."

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive 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 sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com) and HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

SOURCE AutoTrader.com

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