

AutoTrader Classics Hits Record Traffic in January

Record Traffic Month to AutoTrader Classics Is Another Sign of Optimism, Recovery of the Classic Car Industry

ATLANTA, Feb. 10, 2011 /[PRNewswire](#)/ -- AutoTrader Classics, the nation's leading online and print resource for car collectors and classic car enthusiasts hit a record traffic month in January of over 864,370 unique visitors. The number surpassed its previous record traffic month of 842,850 in August 2010. The milestone demonstrates AutoTrader Classics' leadership in connecting classic car enthusiasts and increased popularity of the site, driven by growth in the classic car enthusiast market and advertising efforts in 2010.

The milestone daily traffic number is a 7% lift year-over-year in traffic from January 2010.

"We're thrilled to be able to attract this audience of classic car shoppers," said AutoTrader Classics General Manager Rob Huting. "We are seeing enthusiasts coming back to the hobby and when they do, we want people to know that AutoTrader Classics is the leading online destination for classic cars."

The classic car industry continues to grow, with more than 6 million classic car collectors and 25 million classic car enthusiasts in the United States. AutoTrader Classics has one of the largest selections of classic cars listed for sale online. The site also features a comprehensive inventory of parts and serves as a one-stop shop for resources and information on how to select and maintain a collector car. In addition to information, AutoTrader Classics provides car enthusiasts with the ability to connect with each other to share their stories about their passion for collector cars, and also find the latest information on thousands of classic car events across the country, including get-togethers, swap meets, cruise-ins, formalized shows and auctions.

In 2010, AutoTrader Classics launched its first ever high-profile television advertising campaign which exposed the brand to millions, helping drive this traffic record.

"As the classic car industry expands, we're seeing these efforts pay off as collector car enthusiasts increasingly see AutoTrader Classics as a top destination for researching classic cars," said Huting.

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.

SOURCE AutoTrader Classics

For further information: Jackie Noonan, +1-404-568-5940,
jackie.noonan@autotrader.com

<https://press.autotrader.com/news-releases?item=66859>