# AutoTrader Classics Channels Investment Out of Print and into Online to Better Serve Classic Car Audience and Advertisers

ATLANTA, May 17, 2011 /PRNewswire/ -- AutoTrader Classics, the classic car marketplace operated by AutoTrader.com, is making strategic changes to its business in an effort to better address the needs of the classic car enthusiast audience and the companies and individuals advertising to that audience. AutoTrader Classics will stop publishing all of its print publications with the July issue, and AutoTrader Classics will become an online only brand with classic car content, photos, features and classified listings at www.AutoTraderClassics.com.

(Logo: http://photos.prnewswire.com/prnh/20110425/CL88097LOGO )

With more and more consumers and advertisers moving online to do business coupled with the continued decline of paid circulation and high distribution costs, this change was necessary so that business resources could be redirected to better serve our customers' needs.

"The continued movement of both consumers and advertisers to online forms of media makes this the right time to shift the focus of AutoTrader Classics to an online only brand and maximize the potential of this part of our business," said AutoTrader.com President and CEO, Chip Perry. "With a strong online only brand, we believe AutoTraderClassics.com can continue to grow while effectively serving our customers' needs for the long-term."

Propelled by the continued migration of classic car enthusiasts to the Web, the AutoTraderClassics.com site has continued to grow its audience and achieve record site traffic in recent months. In fact, traffic through April 2011 reached 806,578 unique visitors, representing a 6% lift. With the print publications ceasing, the AutoTrader Classics online team will be able to fully focus on the fast-growing website, making enhancements, providing additional content, and creating an even more useful environment where classic car enthusiasts, buyers, sellers and those seeking to advertise to them can connect.

**About AutoTraderClassics.com**

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. It is a true destination for the classic car enthusiast who can connect with those who share the same passion. AutoTraderClassics.com community members can show off their classic cars, find or list events in the calendar section, or read through a large selection of editorial content including how-to information. AutoTraderClassics.com provides visitors with a one-stop shop for resources on how to select, appraise, finance, purchase, transport and maintain a classic car. For more information, please visit www.autotraderclassics.com.

**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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