AutoTrader.com Introduces iPhone® App to Create a More Personalized "PC-to-Pocket" Experience for Car Shoppers

The AutoTrader.com app, available for free in the App Store(SM), enables consumers to search, save and share information throughout the car shopping process

ATLANTA, July 7, 2011 /PRNewswire/ -- AutoTrader.com has released a free app to give iPhone® users a powerful and personalized mobile car shopping experience. Using the iPhone app, shoppers can find cars and dealers near them, utilize location-based features and access everything they need to find the car that their hearts and minds can agree on — right at their fingertips.

(Photo: http://photos.prnewswire.com/prnh/20110707/CL31718)

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

"AutoTrader.com has nearly three million listings on our site, making it the number one place shoppers turn to when they're searching for a car online," said AutoTrader.com President and CEO, Chip Perry. "With this new iPhone app, we are taking the AutoTrader.com mobile experience to the next level, creating a seamless PC-to-pocket experience where shoppers can take their searches on the road without sacrificing functionality."

Beyond offering a robust set of car shopping features, the AutoTrader.com iPhone app enables users to locate a dealer, access information saved in their MyAutoTrader profiles and scan vehicles' VIN barcodes to initiate a search. Additionally, the AutoTrader.com iPhone app has a built-in sharing feature that makes it easy for shoppers to post vehicle listings to their Facebook profiles so their friends and family can provide feedback.

Key Features of the AutoTrader.com iPhone App include:

- **Find Your Car**: Shoppers can create and refine searches by numerous criteria, including make/model, location, year, price, color, body style and more. They can also search for New, Used, Certified Pre-Owned (CPO) or All cars — with the All Search being a unique feature to AutoTrader.com. From the search results page, users can select to view details for a particular vehicle, email or call the seller, view more information about the dealer (including additional inventory), view pictures via an enhanced photo viewer and locate the car using an interactive map feature. Shoppers can save vehicles to their MyAutoTrader profiles, so they can easily access their favorite cars on the go.

- **VIN Scanner**: The VIN Scanner enables iPhone users who have an auto-focus camera to scan the barcode of a vehicle's VIN to initiate a search for similar cars. If the actual vehicle is listed for sale on AutoTrader.com, the user can view the vehicle's listing page and save the car to their MyAutoTrader profile.

- **Find Your Dealer**: The Find Your Dealer feature enables shoppers to search for dealers that meet their needed criteria. For instance, shoppers can select to locate a dealer that offers a particular make that is also located within a defined distance. Users can also search by keywords that they define.

- **MyAutoTrader**: Shoppers can save searches as well as individual vehicles to their MyAutoTrader profiles for quick and easy access no matter what device

they're using. Information saved to MyAutoTrader can be accessed from any device with an Internet connection — via a computer, the AutoTrader.com mobile site on any smart phone or the AutoTrader.com iPhone app, creating a seamless experience between devices. By saving information, users can quickly see a list of cars they're interested in or run the same search without having to re-enter their criteria.

Mobile functionality available to users of the iPhone app exceeds that of the core mobile site by offering location-based services, an enhanced photo viewer, more search options and integration with the maps feature on the iPhone.

"The AutoTrader.com mobile site attracts over a million unique visitors each month, with nearly 40% of those users accessing the site from an iPhone. By introducing the AutoTrader.com iPhone app, we are able to create a more personalized and robust experience for the largest segment of our mobile audience," Perry continued.

The AutoTrader.com iPhone app can be downloaded for free from the App Store today. Click here to access the page directly.

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), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. 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.

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