AutoTrader.com Launches "New Car Playbook" Promotion to Turn New England Patriots Fans Into Car Shopping Champions

For eight weeks, participants can enter weekly for a chance to win a $250 Patriots Pro Shop Gift Card; one lucky winner will receive a grand prize of a trip for two to the Patriots vs. Redskins away game on Dec. 11.

ATLANTA, Oct. 5, 2011 /PRNewswire/ -- AutoTrader.com has teamed up with the New England Patriots and WEEI Sports Radio to launch the AutoTrader.com New Car Playbook promotion. Designed to help turn Patriots fans in the New England area into car shopping champions, the promotion highlights AutoTrader.com as the premier destination for new car shoppers and engages fans with the car shopping tools on AutoTrader.com, from the robust car search functionality to informative research and compare tools.

(Logo: http://photos.prnewswire.com/prnh/20111005/CL81512LOGO)

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

Beginning today through Nov. 29, a new car shopping "play" will be announced during the WEEI Sports Radio broadcast "The Big Show" every Wed. around 4:00 p.m. ET. The play will be revealed on the www.autotrader.com/newcarplaybook site in the form of a question. Participants will be directed to the corresponding part of the AutoTrader.com site to find the correct answer, which they can then submit on the New Car Playbook site.

Each week, players who select the correct answer will be entered to win a $250 Patriots Pro Shop Gift Card. At the end of the promotion, players who have answered correctly will be also eligible to win the grand prize of a trip for two to the New England Patriots vs. Washington Redskins away game on Dec. 11.

"We're always looking for creative ways to further engage car shoppers with AutoTrader.com, and this promotion is another way that we're reaching that goal," said Clark Wood, chief marketing officer at AutoTrader.com. "By bringing together a great partnership with the New England Patriots, WEEI Sports Radio and AutoTrader.com, we're able to offer Patriots fans some exciting incentives for test driving numerous areas of our site."

The New Car Playbook promotion kicked off on Oct. 5 at 12:00 a.m. ET and concludes on Nov. 29 at 11:59 p.m. ET. Participants can enter from Wed. of each week through 11:59 p.m. ET on the following Tues. to be eligible for that week's drawing. Only one entry per player is allowed each week, and players have one chance to select the correct answer. Weekly prizes will be drawn on the following Wed. The grand prize drawing will be held on Nov. 30. No purchase necessary. Open only to legal residents of Massachusetts, Rhode Island, Maine, New Hampshire, Vermont and Connecticut. Void where prohibited. For official rules, visit www.autotrader.com/newcarplaybook.

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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