AutoTrader.com Introduces Android App to Create a Seamless "PC-to-Pocket" Experience for Car Shoppers

The AutoTrader.com app, available for free in the Android Market, enables consumers to search, save and share information throughout the car shopping process.

ATLANTA, Oct. 13, 2011 /PRNewswire/ -- AutoTrader.com has released a free app to give Android users a powerful and personalized mobile car shopping experience. Using the Android 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.

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

"More than a million unique visitors access the AutoTrader.com mobile site each month, and we expect that number to continue increasing as more and more consumers turn to their mobile devices during the car shopping process," said AutoTrader.com President and CEO, Chip Perry. "By creating a custom app for leading devices like Android, we're able to create a more seamless experience that enables shoppers to easily move between their computers and mobile devices as they search for their next car."

Beyond offering a robust set of car shopping features, the AutoTrader.com Android app enables users to locate a dealer, access information saved in their My AutoTrader profiles and scan vehicles' VIN barcodes to initiate a search. Additionally, the AutoTrader.com Android 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.

With the AutoTrader.com Android app, users will be able to:

- Search for new, used and certified cars near them.
- Scan the VIN barcode of a car to search for similar cars nearby, or save the car to search for later.
- Contact a seller by phone or email directly from a vehicle listing.
- Map local dealerships and view dealer services and amenities.
- Use Keyword Search to find vehicles and specific dealer services and amenities near you.
- Create a free My AutoTrader account to save favorite cars and searches.
- Access saved cars and searches from any other mobile device or computer.
- Revisit recent searches and vehicles viewed right from the Find Cars section.

"AutoTrader.com's mobile apps take the car shopping experience to the next level by providing some features, such as the location-based searches, map integration and VIN scanning functionality, that are not currently available on the AutoTrader.com mobile site. And since Android users make up around 48% of our mobile audience, this app has the potential to greatly enhance the mobile experience for a large segment of our users," Perry continued.

The AutoTrader.com Android app can be downloaded for free from the Android Market 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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For further information: Julie Shipp, +1-404-568-7914 (ph) 404-558-7837 (cell), julie.shipp@autotrader.com

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