

AutoTrader.Com Found As 'Most Useful' Automotive Site in J.D. Power and Associates Study

Company Also Found To Be Most Visited Automotive Classifieds Site

PRNewswire

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AutoTrader.com, the ultimate automotive marketplace, today announces its rating as the most useful of all auto shopping sites in J.D. Power and Associates 2006 Used Autoshipper.com Study. This marks the third consecutive year AutoTrader.com has attained this rating.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO>)

The study also reveals more consumers are led to dealership websites through AutoTrader.com than other independent websites (36% of all independent referrals). In addition, 23% of Automotive Internet Users who purchased vehicles they found through an independent auto site, found their vehicle on AutoTrader.com. Both statistics outpace AutoTrader.com's online competitors.

The company was found to be the most visited classifieds site, and, according to the study, use of online classifieds continues to grow. Further, independent websites garner the highest visitation rates among used vehicle buyers (90%).

"The increased amount of consumer activity and inventory listed on our site reinforces AutoTrader.com as the ultimate automotive marketplace," said Chip Perry, president and chief executive officer, AutoTrader.com. "The J.D. Power and Associates results demonstrate the continued shift toward car-shopping online, and how our site connects more buyers to sellers and more sellers to buyers."

J.D. Power and Associates also learned in the past five years the percentage of buyers finding their used vehicle through a traditional newspaper or magazine classified ad has been cut in half (from 14% in 2002 to 7% in 2006), while buyers who found their vehicle through an online classified has doubled (from 8% in 2002 to 16% in 2006).

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 11 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Other investors include Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

Photo: <http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO>

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