

AutoTrader.com New User Functions Give Car Buyers and Sellers Most Comprehensive Set of Tools Available

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AutoTrader.com, the ultimate automotive marketplace, brings the most comprehensive suite of online tools, functionality and products to car buyers and sellers with the release of AutoTrader.com's latest site enhancements.

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO>)

"Our latest tools, coupled with previous years of innovation, raise the bar on what car buyers and sellers can expect in terms of information gathering, ease-of-use and selling impact when they visit AutoTrader.com," said AutoTrader.com CEO Chip Perry. "Not only does AutoTrader.com have the most new and used cars posted for sale and the most monthly visitors of any auto site in the country, we now offer the best and most comprehensive tools for buying or selling cars."

Many of these enhancements focus on AutoTrader.com's New Car offerings to provide customers with a complete one-stop "shopping" experience to research, compare and ultimately find the best car to purchase.

Major site enhancements include:

- Enhanced "Research and Compare" functionality. Brand new features include consumer generated car reviews, 360-degree interior and exterior spin views, new car photos with color-change capability and additional content and articles about specific car makes and models. AutoTrader.com also gives car buyers the opportunity to search for and view both new and used cars vs. splitting searches into just "new" or "used" categories.
- Lifestyle Central "interest centers." The first three of these "Lifestyle" centers - "Going Green," "Family Focus" and "Trend Watch" - allow car buyers to learn more about specific car segments and to search for new, used and certified pre-owned cars in these specific categories. For instance, a buyer seeking information about hybrid and other high-fuel-efficiency vehicles could learn more about these cars in the "Going Green" lifestyle center and then search for cars in this sector. "Family Focus" is aimed at buyers looking for large automobiles to meet family transportation needs and "Trend Watch" is for customers searching for cars with the very latest in design and options. Two additional lifestyle centers - "Work & Play" focusing on SUV's and recreational vehicles and "Smart Saver" aimed at people looking for the best deal possible - will launch in February.
- Redesigned search results page. These redesigned pages, which compile the cars a buyer has searched for, now feature larger thumbnail photos and more comprehensive listing information and functionality.
- More car videos every day. Currently, AutoTrader.com has video overviews posted for 200 car makes and models, with new videos posting soon.

In addition to making car buyers' searches for new, used and certified pre-owned cars easier, AutoTrader.com's site enhancements allow car dealers even more robust avenues for marketing and showcasing their vehicles on the site.

"AutoTrader.com got to be the No. 1 car listings site by listening to our customers - the individuals and auto dealers posting cars for sale and the people looking to purchase cars," said Perry. "Across the board, our new products and functionality are designed with customer input in mind to maximize the ability of buyers and sellers to connect and make a purchase."

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 13 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. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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