

AutoTrader.com Partners with Cox Television to Increase Reach, Connect More Car Buyers and Car Sellers

PRNewswire
ATLANTA

AutoTrader.com, the ultimate automotive marketplace, will supply new and used online car listings to Cox Television's 15 stations across the country, increasing AutoTrader.com's unique monthly visitors and offering new and used car buyers and sellers even more opportunities to connect and make sales. The parent company of both AutoTrader.com and Cox Television is Atlanta-based Cox Enterprises.

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

"This will be a win-win for car buyers and car sellers," said AutoTrader.com President and CEO Chip Perry. "By bringing more unique visitors to AutoTrader.com to view our more than 3 million new and used cars listed for sale, car dealers and private sellers will have even more people looking at their cars. And by making our new and used car listings available to people coming to these stations' individual web sites to look for cars, AutoTrader.com can increase the value of these web sites' car listing sections to car shoppers, giving people more reasons to visit the sites more often."

"Our two divisions have been eager for some time to find an opportunity to use the strengths of our businesses in a way that would benefit both customers and partners and as soon as this took shape we knew we had a winner," said Cox Television Executive Vice President Bruce Baker. "Now we have the opportunity to introduce a terrific new web product that shows great promise. We believe this will not only succeed in all of our markets but will also lead to more enhancements."

In addition to expanded car listings, visitors to these TV station web sites' automotive sections will now have access to AutoTrader.com's expanded "Research & Compare" functionality. With AutoTrader.com's suite of search and compare tools, car shoppers can search for and compare cars by make and model, price, geographic location, features, body type, options and other needs or lifestyle criteria.

"AutoTrader.com's enhanced, interactive functionality is a perfect fit for these stations," said Perry. "People visiting a TV station web site expect the latest in pictures, video and overall functionality and AutoTrader.com's offering will meet those expectations."

Cox Television operates broadcast stations in 11 markets. The stations are: KAME, Reno, Nev. (Independent); KFOX, El Paso, Texas (Fox affiliate); KICU, San Jose, Calif. (Independent); KIRO, Seattle, Wash. (CBS); KRXI, Reno, Nev. (FOX); KTVU, San Francisco/Oakland, Calif. (FOX); WAXN, Charlotte, N.C. (Independent); WFTV, Orlando, Fla. (ABC); WHIO, Dayton, Ohio (CBS); WJAC, Johnstown, Penn. (NBC); WPXI, Pittsburgh, Penn. (NBC); WRDQ, Orlando (Independent); WSB, Atlanta (ABC); WSOC, Charlotte (ABC); WTOV, Steubenville, Ohio (NBC).

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.

About Cox Television

Cox Television operates 15 television stations and two local cable channels in 11 markets, four national television and interactive media sales representation firms, and a Washington, D.C. news bureau. Cox Television is a subsidiary of Atlanta-based Cox Enterprises, Inc., one of the nation's leading media companies and providers of automotive services.

First Call Analyst:

FCMN Contact:

Photo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO>

AP Archive: <http://photoarchive.ap.org/>

PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Mark Scott of AutoTrader.com, +1-404-568-7905, or cell, +1-404-435-2047, mark.scott@autotrader.com; or Bobby Amirshahi of Cox Television, +1-678-645-4518, bobby.amirshahi@coxinc.com

Web site: <http://www.autotrader.com/>

<https://press.autotrader.com/news-releases?item=66685>