

AutoTrader.com Dealers Recognized as E-Business Industry Leaders

78 dealership customers named to Ward's e-Dealer 100 list

PRNewswire

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AutoTrader.com, the smarter place to buy and sell a car, boasts business partnerships with 78 dealerships named to Ward's 2006 e-Dealer 100 list, recognizing the best performing stores in the automotive internet business category. Eight of the top 10 dealerships who made the list advertise vehicles on the AutoTrader.com website.

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

Three stores that rely on AutoTrader.com for maximum advertising exposure -- Jim Koons - Tysons Toyota, Tysons Corner, VA (#2); Bob Howard Automotive, Oklahoma City, OK (#3); Paragon Honda, Queens, New York (#4) -- ranked within the top 5 dealerships.

"We have long recognized dealerships we do business with are among the elite, industry leaders in the automotive sector," said Chip Perry, president and chief executive officer, AutoTrader.com. "Wards' annual e-Dealer 100 list is highly regarded. We're thrilled to have so many of our dealers formally honored!"

AutoTrader.com helps its dealership customers realize their sales potential and meet their sales objectives by offering extensive training elements such as the resource modules found on www.advertisingessentials.autotrader.com. These modules demonstrate how to increase sales through the use of the Internet.

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.

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