

Seventy-Three Percent of AutoTrader.com Site Visitors Say Gas Prices Will Impact Overall Summer Driving

PRNewswire
ATLANTA

Seventy-three percent of visitors to AutoTrader.com said in a recent survey that gas prices, now averaging more than \$4 per gallon for regular gasoline, will impact their overall summer driving, causing them to drive less. Nationwide, the average price for regular gasoline passed \$4 per gallon this weekend. Higher-grade fuels and diesel fuel have been above \$4 per gallon for several weeks and are approaching \$5 per gallon in some markets.

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

That so many drivers will be driving less this summer has implications for summer vacation destinations, as Americans seek vacation and recreation options closer to home; for retailers as Americans cut back on shopping or seek out one-stop shopping destinations to save car trips; and for mass transit, as more American's seek mass transit options for traveling to and from work.

The survey was conducted between May 9 and May 22 of 432 random visitors to AutoTrader.com, the ultimate automotive marketplace.

With about 3.5 million new and used cars listed for sale and more than 14 million unique monthly visitors, AutoTrader.com data offers real-time, statistically relevant snap shots of American car shopping activity; automobile supply, demand and pricing information; and, through occasional surveys, topics of current interest.

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 3.5 million new, used and certified pre-owned vehicle listings from 40,000 dealers and 250,000 private owners and the site attracts more than 14 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to 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.

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, +1-404-435-2047

(cell), mark.scott@autotrader.com

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

<https://press.autotrader.com/news-releases?item=66709>