

AutoTrader.com Records Continued Month Over Month Growth

Site grows through marketing, partnerships

PRNewswire

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AutoTrader.com, the smarter place to buy and sell a car, saw consumer traffic numbers dramatically increase in March, hitting an all time high of more than 12 million visitors, up nearly 10 percent over the previous year's monthly traffic record. In addition, the company saw consecutive months of year over year traffic growth January through May, 2006.

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

In the same time period, the inventory on AutoTrader.com increased 14 percent, reaching over 3.2 million vehicle listings in May.

"Our involvement in major consumer auto shows and our online partnerships with companies such as Yahoo! Autos, combined with our largest media buy in company history all introduce and reinforce AutoTrader.com as the ultimate automotive marketplace," said Chip Perry, president and chief executive officer, AutoTrader.com. "AutoTrader.com is spending more money than our competitors on media to optimize the exposure for our dealers."

The company's 2006 advertising budget is 30 percent higher than last year's. The current media buy includes spots on 11 broadcast and cable TV networks, exposing AutoTrader.com to four out of five people watching television.

In order to deliver the Internet's largest audience of in-market car shoppers to its advertisers, AutoTrader.com has optimized and expanded its partnership approach to repeatedly reach car buyers through a variety of media. The company has partnerships with online brands Yahoo! Autos, AOL, Edmunds.com, NADAGuides.com, Univision.com and the Internet Broadcasting Systems Network of Sites (IBS), bringing increased exposure to more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners.

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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PRN Photo Desk, photodesk@prnewswire.com

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CONTACT: Louise Barr of AutoTrader.com, +1-404-568-5943, or
louise.barr@autotrader.com

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

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