

## **AutoTrader.com Puts New Model Information All in One Place**

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ATLANTA, Nov. 21 /[PRNewswire](#)/ -- New car shoppers and car enthusiasts looking for the most up-to-date information on new models could ... subscribe to every auto magazine, blog and enthusiast publication; attend every auto show; stalk the new-car manager at every dealership in town; and sign up for email alerts at each manufacturer site ... Or, he or she could just visit AutoTrader.com's New Model Showcase.

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

AutoTrader.com's New Model Showcase will be a comprehensive, one-stop shop for car buyers and enthusiasts. From detailed information about new models just released to first looks at new models coming down the pike, buyers and enthusiasts now have one place to see pictures, get specifications and pricing, see inventory for sale and more.

"For car buyers and enthusiasts who are bombarded with thousands of marketing messages every day, we wanted to create the definitive resource for learning about and keeping track of the dozens of new models or major model redesigns that come out every year," said AutoTrader.com President and CEO Chip Perry. "By harnessing the power and functionality of the web and the market insight of AutoTrader.com, the No. 1 on-line source connecting car buyers and sellers, we've created a tool that can really help simplify the process of learning about, finding, comparing and finally purchasing that perfect new car."

Autos highlighted on the New Model Showcase are split into two categories, "Coming Soon" and "Now Available." Each model in the "Now Available" showcase is represented by a photo thumbnail and the new model's name and manufacturer. By clicking on the model name, visitors are brought to a detail page with additional photos, specifications, examples of available inventory and other information about the model.

In the "Coming Soon" section of the New Model Showcase, all new cars will be represented in text by model name, manufacturer and estimated release date. When more information or details are available, there will be a link to a vehicle detail where that information will be available. Vehicles will be represented by a thumbnail, in addition to model name and manufacturer, if they are sponsored by the manufacturer. Depending on information available, various details about the car will be listed.

Visitors to the showcase detail page can request additional information from the manufacturer, send an email about the model to a friend or family member, read reviews about the vehicle, view inventory of the model if it's available or, for models not yet available, set an email alert to remind them when the model does hit showroom floors.

The New Model Showcase is updated regularly as manufacturers release new information and data about the vehicles.

The New Model Showcase will be located in AutoTrader.com's "Research & Compare" area, which is one of the fastest growing parts of the site as auto buyers continue to flock to the internet to research both new and used cars.

"We're excited to offer auto shoppers and enthusiasts this free resource for keeping up with all the exciting new models the auto industry offers up every year," said Perry. "The internet has become the most important marketing avenue for people to research, compare and finally decide on which car they will buy. By bringing information about every new model and major model redesign into this New Model Showcase, we've literally put this information at people's fingertips in a one-stop destination."

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 about 4 million new, used and certified pre-owned vehicle listings from 40,000 dealers and 250,000 private owners and the site attracts about 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 <http://www.autotrader.com/>.

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