

AutoTrader.com and NADAguides.com Announce Expanded Partnership; AutoTrader.com Signs on as Official Ad Rep for NADAguides.com

PRNewswire
ATLANTA

ATLANTA, Feb. 2 /PRNewswire/ -- [AutoTrader.com](http://www.autotrader.com), the ultimate automotive marketplace, has been named the exclusive advertising representative for NADAguides.com. The partnership will diversify NADAguides.com's advertising options available to auto manufacturers, dealers and allied industries.

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

By entering into this agreement, AutoTrader.com's national accounts group will now represent one of the largest audiences of in-market car shoppers nationwide. The combination of these two sites offers an audience of more than 20 million unique monthly in-market shoppers.

"We're excited about this [new](#) partnership with NADAguides.com and look forward to bringing this additionally valuable audience to our national OEM advertisers for both new car and [certified pre-owned](#) brands, as well as their dealer associations," said AutoTrader.com Senior Vice President of National Accounts Matt McKenna. "By having the ability to offer our clients both AutoTrader.com and NADAguides.com, our team can deliver enormous value and reach for our clients' messages aimed at our huge combined audiences."

This new relationship provides clients wishing to advertise on NADAguides.com with more transparency and understanding of the ROI associated with NADAguides.com's in-market car shoppers.

AutoTrader.com and NADAguides.com have a long standing relationship. In addition to this advertising partnership, AutoTrader.com powers the used car listings on NADAguides.com.

"The announcement of our expanded partnership with AutoTrader.com will provide NADAguides.com with a comprehensive advertising solution that will allow for increased targeted market saturation," said Don Christy Jr., president and CEO, NADAguides.com. "We are excited to move this process into full gear and continuing our already stellar relationship with AutoTrader.com and more importantly deepening our relationship with advertisers."

Dealer advertising associations and auto manufacturers interested in learning more about this partnership or purchasing advertising should contact Matt McKenna at 404-568-8451.

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 www.autotrader.com.

About NADAguides.com

NADA Appraisal Guides (NADAguides.com) is the world's largest publisher of vehicle pricing and specification information for new and used cars, trucks, vans, and SUVs, as well as van conversions, limousines, classic and collectible cars, boats, RVs, motorcycles, snowmobiles, personal watercraft and manufactured housing. The company's consumer website, NADAguides.com (<http://www.NADAguides.com>), offers a variety of new and used vehicle services in addition to valuation information. Throughout its 76-year history, NADA has earned the reputation as the recognized authority for vehicle valuations. Its website, NADAguides.com, is the most comprehensive vehicle information resource on the Internet today.

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

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

PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

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

<https://press.autotrader.com/news-releases?item=66756>