

## **For Sixth Consecutive Year, AutoTrader.com Neamed Most Useful Automotive Site' in J.D. Power and Associates Study**

### **Used Vehicle Buyers Continue to Rely Primarily on Internet in the Vehicle Shopping Process**

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**ATLANTA** – December 16, 2009 – J.D. Power and Associates has announced the results of its 2009 Used Vehicle Market Report, and for the sixth consecutive year, AutoTrader.com was ranked as the “Most Useful Automotive Site” among visitors to the site. AutoTrader.com also remained one of the most-visited 3<sup>rd</sup> party sites for automobiles on the Internet, with more than a third of all automotive Internet shoppers visiting AutoTrader.com at some point during their shopping process.

“J.D. Power and Associates once again showed proof of the Internet’s importance as the dominant medium for used vehicles shoppers to locate the car, truck or SUV that they purchase,” said AutoTrader.com President and CEO Chip Perry. “As used vehicle buyers continue to rely more and more heavily on the Internet during the shopping process, they also continue to count on AutoTrader.com to provide the best and the most comprehensive listings anywhere.”

According to J.D. Power and Associates, a full 63% of used vehicle buyers used the Internet during the shopping process. In addition, 31% of all used vehicle buyers located the vehicle they purchase online, up five percentage points from 2008, and exceeding “drive-bys” for the first time ever. Online classifieds also easily outstripped traditional ads, with only 4% of used vehicle buyers having located the vehicle they purchased in a newspaper classified.

J.D Power and Associates also reported that nine in 10 online used buyers visited an independent site during their shopping process, versus 76% who visited an OEM site and 78% who visited a dealership site.

#### **Inventory is Key for New Vehicle Shoppers**

2009 Web Site Performance Tools Report-Wave 1,<sup>SM</sup> a collaborative effort between J.D. Power and Associates and Compete Inc. showed that 76% of new vehicle buyers utilized the web to shop for the new vehicle. Among third-party web sites, the most frequently accessed features and tools by new vehicle buyers include inventory search capability, trade-in information and requests for quotes from dealers. Of new vehicle buyers specifically visiting AutoTrader.com, 61% use the site's inventory search tool.

“Inventory remains a key component driving consumers to visit 3<sup>rd</sup>-party web sites such as AutoTrader.com when shopping for a vehicle,” continued Perry. “As shoppers gravitate more towards 3<sup>rd</sup>-party sites, these venues will increasingly become the primary source of leads for dealerships.”

AutoTrader.com was among the three most-visited 3<sup>rd</sup>-party sites for new vehicles buyers, a list which also included Edmunds.com and KelleyBlueBook.com.

#### **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 millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private owners. The site attracts about 15 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](http://www.autotrader.com).

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