

## **AutoTrader Classics Hits Record Site Traffic in June New Ad Campaign, Growing Ranks of Classic Car Enthusiasts Drive Site Traffic; July 9 National Collector Car Appreciation Day Will Attract More People to Hobby**

ATLANTA, July 2 [/PRNewswire/](#) -- AutoTrader Classics, the nation's leading online and print resource for car collectors and classic car enthusiasts hit an all time record of over 1.1 million total monthly visits and 831,608 unique monthly visitors in June. The site also just celebrated its new single day traffic record on Sunday, June 27, recording 46,330 unique visitors. These milestones demonstrate AutoTrader Classics' leadership in connecting classic car enthusiasts and increased popularity of the site, driven by growth in the classic car enthusiast market and AutoTrader Classic's first-ever national television campaign.

The milestone daily traffic number is a 12 percent increase over the original record traffic day logged on February 2, 2010. Traffic to the site has been consistently up 28 percent year over year in 2010.

"We want people to know that AutoTrader Classics is the leading on-line destination for classic cars," said AutoTrader Classics General Manager Rob Huting. "As more people become aware of and involved in the hobby, we expect to continue growing our influence and our site traffic even more. I believe surpassing our original record is just the beginning. The U.S. government's recognition of Friday, July 9 as National Collector Car Appreciation Day will only serve to bring more attention to this hobby."

The classic car industry continues to grow, with more than 6 million classic car collectors and 25 million classic car enthusiasts in the United States.

AutoTrader Classics has one of the largest selections of classic cars listed for sale online. The site also features a comprehensive inventory of parts and serves as a one-stop shop for resources and information on how to select and maintain a collector car. In addition to information, AutoTrader Classics provides car enthusiasts with the ability to connect with each other to share their stories about their passion for collector cars, and also find the latest information on thousands of classic car events across the country, including get-togethers, swap meets, cruise-ins, formalized shows and auctions.

AutoTrader Classics launched its first ever high-profile television advertising campaign in May 2010 which exposed the brand to millions, helping drive this traffic record. The campaign included the launch on May 22 of the company's "Lost Weekend" advertising campaign, which included broadcast, digital, print and social media elements.

"As the classic car industry expands, we're seeing these efforts pay off as collector car enthusiasts increasingly see AutoTrader Classics as a top destination for researching classic cars," said Huting.

### **About AutoTrader Classics**

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 20,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. In addition to the online marketplace, AutoTrader Classics also produces a series of print publications designed to inform and entertain classic car

enthusiasts and collectors. For more information, please visit  
[www.autotraderclassics.com](http://www.autotraderclassics.com).

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