

## **AutoTrader.com Takes Top Web Design Award Among Independent Auto Shopping Sites at Automotive Website Awards**

### **Awards Recognize Leadership in Online Automotive Marketing and Web Design**

ATLANTA, Oct. 13 /[PRNewswire](#)/ -- AutoTrader.com, the ultimate automotive marketplace, was awarded the Automotive Website Awards (AWA) top prize in the "Website Design" category among all independent auto shopping web sites. The "Website Design" category recognizes best of class design solutions among car dealer, auto manufacturer and independent shopping websites.

The AWAs are presented by PCG Digital Marketing and the awards were announced at a breakfast event on October 12 held at the Mirage Hotel in Las Vegas. The winners were selected based on review by consumer survey feedback and evaluations by industry experts.

Other "Website Design" category award winners were Park Place, a dealership group in Dallas-Fort Worth, which took the top prize in the category among all dealer web sites nominated, and Jeep, which took the top prize in the category of auto manufacturer sites. For a full listing of award categories and winners, please visit [www.automotivewebsiteawards.com](http://www.automotivewebsiteawards.com)

#### **About AutoTrader.com**

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading automotive 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 sellers. AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to view vehicles for sale, research and compare vehicles, review pricing and specials, and read auto-related content like buying and selling tips, auto maintenance tips and coverage of major auto shows and automotive trends. 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 improve 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 and the private equity firm Providence Equity Partners are also investors. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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