

## **Kia Motors America Teams Up With AutoTrader.com to Enhance CPO Program**

ATLANTA, Jan. 13, 2011 [/PRNewswire/](#) -- AutoTrader.com, the Internet's leading automotive marketplace and consumer information website, announced today that in cooperation with Kia Motors America (KMA), it will now include Kia Certified Pre-Owned (CPO) inventory prominently on its site. This collaboration will allow Kia and Kia CPO program dealers the opportunity to reach a highly focused audience of in-market car shoppers and influence their consideration of Kia CPO as they make their next vehicle purchase.

"With demand rising for Certified Pre-Owned vehicles, our relationship with AutoTrader.com will more effectively drive customers to view and purchase our Kia dealers' inventory," said Tom Loveless, vice president, sales, KMA.

"AutoTrader.com has pioneered online vehicle advertising, and we are looking forward to what this new opportunity can do for both our customers and our Kia dealers."

The Kia CPO program is administered by one of the largest independent finance and insurance leaders, JM&A Group. Potential buyers can visit [www.autotrader.com](http://www.autotrader.com) to view the wide selection of CPO Kia vehicles from Kia CPO dealerships across the United States by leveraging AutoTrader.com's robust search functionality. Consumers simply search AutoTrader.com's database for both pre-owned and CPO vehicles. Vehicles that are part of the Kia CPO program will be aggregated in an exclusive Kia CPO area on the site for the convenience of shoppers. At this time, KMA will also launch an advertising campaign on AutoTrader.com to create brand awareness around the Kia CPO program.

"With Kia's reputation of providing quality products at affordable prices, we're happy to bring this enhanced CPO shopping experience to shoppers looking for high quality, affordable vehicles," said AutoTrader.com's President and CEO Chip Perry.

The Kia Certified Pre-Owned program offers comprehensive coverage for eligible used Kia units (vehicles up to five years old with less than 60,001 miles that pass the required inspection). Benefits include a long-term 10-year/100,000 mile powertrain limited warranty. Service contracts – which add to and complement existing coverage – are also available.

### **About AutoTrader.com**

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate 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 and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com) and HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

#### **About Kia Motors America**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 730 dealers throughout the United States and serves as the "Official Automotive Partner of the NBA." In 2010, KMA recorded its best-ever U.S. sales and 16th consecutive year of increased U.S. market share. Kia is poised to continue its momentum and will continue to build the brand through design innovation, quality, value, safety features and new technologies.

Information about Kia Motors America and its full vehicle line-up is available at its Web site - [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com).

SOURCE AutoTrader.com

---

<https://press.autotrader.com/news-releases?item=66849>