



PRESS RELEASE

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AUTOTRADER.COM TRENDEngine GIVES JOURNALISTS REAL-TIME DATA ON CAR BUYING TRENDS, IMPACT OF AUTO SHOW

SAN DIEGO – December 26, 2007 – Did the Honda display at the San Diego International Auto Show increase interest in the new Accord? Are high gas prices changing San Diego car buyers' interest in vehicles they are considering? Has the green car trend taken off or fizzled out locally or across the country? What are the most popular luxury cars in San Diego and how does that compare to national trends?

AutoTrader.com, the No. 1 automotive marketplace in the country, aims to answer those and other questions journalists have about automotive trends with the company's proprietary TrendEngine information source.

With more than 3 million new and used vehicles posted for sale at AutoTrader.com and almost 14 million unique monthly visitors, AutoTrader.com's TrendEngine captures real-time, statistically valid data on supply, demand and interest trends for new and used cars. The company's research department can slice data to shine light on trends locally and nationally and highlight automotive information by make, model, model year, gas mileage, type (SUV, hybrid, hatch-back, etc.) and other features.

"If you're a reporter wanting to know if a particular manufacturer's display at the show increased interest in that brand locally, we can tell you," said Don Dixon, AutoTrader.com's director of sponsorships and promotions. "Do you want to know how gas prices are impacting interest in hybrids right here in San Diego, we can tell you that. We collect data on every search people do on our site and can tell you from one day to the next what were the most searched cars and offer expert opinions on those trends."

AutoTrader.com's research department can turn around a simple supply and demand or search TrendEngine request within a few hours. For more complex information requests, journalists can expect an answer in between 24 and 48 hours.

Journalists wishing to submit an AutoTrader.com TrendEngine request or get more information about TrendEngine's capabilities, please call 1-877-282-5775 or email AutoTrader.com's senior media relations manager Mark Scott at mark.scott@autotrader.com.

AutoTrader.com is a sponsor of the San Diego International Auto Show, which runs December 26-30 at the San Diego Convention Center. This is the second year AutoTrader.com has been a sponsor the show, which attracts several thousand visitors.

"The San Diego International Auto Show is a great opportunity for AutoTrader.com to get our name out in front of potential car buyers," said Dixon. "And we're happy to make our research about car buying trends available to reporters covering the show."

For more information on the show, please visit www.sdautoshow.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 more than 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically 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.

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