



## PRESS RELEASE

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### **AUTOTRADER.COM ROADMAP TO CAR SHOPPING SUCCESS MAKES FINDING THE RIGHT VEHICLE A SNAP, FROM PREP TO PURCHASE**

*Renowned Auto Expert and Spike TV Host Courtney Hansen Developed Guide with AutoTrader.com Especially for Women*

**ATLANTA** – August 3, 2010 – Making a major purchase can leave anyone anxious, but one shopping experience – buying a new car – is still more stressful for women than men. Designed specifically for them, the new *AutoTrader.com Roadmap to Car Shopping Success*, developed with Courtney Hansen, host of *Spike TV's "Powerblock"* and author of *The Garage Girl's Guide to Everything You Need to Know About Your Car*, makes it easy for women to approach the car shopping experience with certainty, regardless of how car-savvy they are.

Created as a how-to guide for car shopping and buying, the *AutoTrader.com Roadmap to Car Shopping Success*, available at [www.AutoTrader.com/roadmap](http://www.AutoTrader.com/roadmap), provides women with all the tips, insights and information they need to help find the right vehicle for their lifestyle, budget and needs.

A recent survey from AutoTrader.com, the Internet's leading auto classifieds marketplace and consumer information website, found that approximately one in four women (24%) find shopping for a vehicle "stressful," compared to only 15% of men. Furthermore, while nearly half of men (44%) feel "certain and confident" when visiting car dealerships, only one in four women (25%) feel the same way. But according to Hansen, shopping for a car can be a fun and rewarding experience, despite any lack of automotive know-how.

The booklet is part of a multi-media PR campaign AutoTrader.com is launching to educate women on the car shopping process and bring more of them to AutoTrader.com to search for, research and find their next new, used or certified pre-owned car from among the almost 3 million cars listed for sale by dealers and private sellers.

The campaign aims to reach about 10 million female shoppers via consumer media outreach, including interviews with broadcast, print and on-line media outlets from across the country. Some of Hansen's tips from the *AutoTrader.com Roadmap to Car Shopping Success* include:

#### **Researching and Planning**

- Determine what vehicle features – like passenger seating, storage capacity, fuel costs, and other options – are essential your lifestyle.

- Compare vehicles, research prices, look at videos and photos, and access local inventory on sites like AutoTrader.com. Bring this research to the dealer or seller.

### **Test Driving and Inspection**

- Bring a friend to the test drive and to help you fully examine the body, interior and engine.
- Conduct a thorough visual inspection after the test drive.

### **Considerations and Precautions**

- Get a CARFAX history report before buying any pre-owned vehicle, based on the vehicle's Vehicle Identification Number.
- Review government and insurance company crash test ratings for any vehicle you're considering.

For more information and tips, visit [www.AutoTrader.com/roadmap](http://www.AutoTrader.com/roadmap).

### **[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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