logo

**AutoTrader.com Fact Sheet**

**Company Overview/Key Messages:**

* AutoTrader.com is the Internet's ultimate automotive marketplace and consumer information website.
* AutoTrader.com aggregates in a single location millions of [new cars](http://www.autotrader.com/research/newmodel/index.jsp?sort_type=ALL), [used cars](http://www.autotrader.com/research/used-cars/index.jsp?rdpage=SUBNAV) and [certified pre-owned cars](http://www.autotrader.com/research/certified-cars/index.jsp?rdpage=SUBNAV) from thousands of auto dealers and private sellers.
* Beyond the millions of listings on AutoTrader.com, shoppers can also find thousands of new and used car reviews, interactive tools to help them narrow down their choices and tips on how to navigate the car shopping process.
* The company is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers.
* Whether consumers are looking to trade-in or list their current cars for sale, AutoTrader.com has solutions to help meet their car shopping needs.

**Additional Facts:**

* On average, visitors spend 30.9 minutes on AutoTrader.com. 41% higher than the nearest competitor. Source: comScore Media Trend Report May 2011 – April 2012 (Monthly Average).
* 8 in 10 shoppers are actively shopping for a vehicle. Source: 2011 AutoTrader.com User Profile Study
* 81% are likely to return to AutoTrader.com within the next month. Source: 2011-2012 AutoTrader.com Site Satisfaction Study – Foresee
* Average number of pages viewed per visitors 33.8.

Average number of visits per user 3.2. Source: \*\*comScore Media Trend Report May 2011 – April 2012 (Monthly Average)

* 63% are likely to use AutoTrader.com as their primary on-line resource. Source: 2011-2012 AutoTrader.com Site Satisfaction Study – Foresee
* On average, new car buyers who visit AutoTrader.com spend 41 minutes on our site. Source: J.D. Power In-Market Buyer Behavior, Wave 1v2, 2010
* 63% are exposed to new vehicles while searching inventory. Source: ATC Site Data – July 2012
* 72% are undecided on a specific make/model. Source: 2011 AutoTrader.com User Profile Study

logo**Key Metrics: (information provided by Cox Enterprises 2011 Annual Report):**

* AutoTrader Group Revenue: $1,025 billion
* AutoTrader.com Unique Visitor Monthly Average: 15 million
* AutoTrader.com Average Monthly Vehicle Listings: 3.2 million
* AutoTrader.com Average Monthly Dealers Served: 25,000
* AutoTrader.com Average Monthly Private Owner Listings: 77,700

**Headquarters Information:**

* Address: 3003 Summit Blvd. Atlanta, GA 30319
* Total Number of Employees: just over 2,000
  + Corporate: about 1,200
  + Sales: about 800

**Investors:**

AutoTrader.com is a majority-owned subsidiary of Cox Enterprises, Inc. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. In addition, Providence Equity Partners acquired a 25-percent equity stake in AutoTrader.com.

AutoTrader.com acquired four companies: vAuto, Kelley Blue Book, HomeNet Automotive and Vin Solutions.

**Additional Background Information:**

**About AutoTrader.com**Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by AutoTrader Group. Additionally, AutoTrader Group owns Kelley Blue Book (kbb.com) as well as three other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto, HomeNet Automotive and VinSolutions. AutoTrader Group 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/).