

**UNDER EMBARGO UNTIL MONDAY, AUGUST 18 AT 11AM ET**

***Car and Driver* Launches Marketplace, Powered by Autotrader, Connecting Visitors to Millions of New and Used Vehicle Listings**

- The Car and Driver Marketplace will enable the discovery of millions of available vehicles on CarandDriver.com with advanced search tools, detailed listings and the ability to connect directly with a dealership.
- The new marketplace, available on CarandDriver.com, is a seamless research-to-retail experience powered by Autotrader listings technology and unmatched data.
- To celebrate the launch, current Autotrader subscribers will automatically have a vast majority of their listings syndicated to *Car and Driver* as part of their existing package.

**ANN ARBOR, MI, and ATLANTA, Aug. 18, 2025** - *Car and Driver*, the world's largest automotive media brand, and Autotrader, a Cox Automotive brand, today announced the launch of the [Car and Driver Marketplace](#), a premium shopping experience that connects research and vehicle listings, powered by Autotrader, on [CarandDriver.com](#). With this exclusive partnership, shoppers can move seamlessly from discovery to purchase across millions of available vehicles for sale without leaving the *Car and Driver* experience.

The new Car and Driver Marketplace combines the automotive media brand's deep editorial authority and journalism with the data, reach, and listings expertise of Autotrader to create a one-of-a-kind marketplace experience. The result is an intuitive, consistent journey for consumers, and greater visibility and shopper insights for dealers and OEMs. Unlike traditional listings platforms, *Car and Driver* brings a distinct automotive enthusiast and research-first audience.

"*Car and Driver* has long been where shoppers come to discover, explore, and make confident car-buying decisions through our data-driven reviews, rankings, and vehicle-research pages," said Eddie Alterman, chief brand and content officer at Hearst Autos. "We know that 75% of our readers are planning to purchase a vehicle within the next year, and 65% actively engage with our research tools. With Autotrader's sophisticated technology, data, and leading position in the marketplace, the Car and Driver Marketplace meets them where they already are—bringing real-time inventory, dealer connections, and listings into the same environment where they're making purchase decisions. It's a natural extension of how our audience wants to shop, and it brings a real sense of joy and transparency to the process."

The new Car and Driver Marketplace is a seamless, all-in-one experience on caranddriver.com. Shoppers browse more inventory, use smarter search tools, and connect directly with dealers without leaving the site. It is fast, easy to navigate, and backed by Autotrader's trusted tech and lead tools.

"*Car and Driver* has spent decades earning the trust of automotive enthusiasts and in-market shoppers alike," said Erin Lomax, vice president of operations, consumer marketplace at Autotrader. "By integrating Autotrader's technology into that legacy and editorial environment, we're creating a uniquely powerful shopping experience—one that supports car buyers earlier in the journey and gives dealers access to a more engaged, research-driven audience. With this announcement, we're modernizing car shopping and reinforcing our market leadership through exclusive partnerships competitors can't match."

To celebrate the launch, a vast majority of current Autotrader clients will automatically have their listings syndicated to the Car and Driver Marketplace and its 10 million unique monthly visitors.

**About Car and Driver**

Founded in 1955, [Car and Driver](#) is the definitive voice for car enthusiasts and the trusted guide to in-market car shoppers. With an online audience of 10 million unique visitors per month (ComScore) and an award-winning print magazine, *Car and Driver* is dedicated to delivering expert content and leading-edge insights on all things related

to new, used and pre-owned vehicles. With the most comprehensive vehicle testing, research and reviews in the automotive category, *Car and Driver* provides the most trusted car-shopping experience for consumers and deep engagement for auto manufacturers and dealers. Follow *Car and Driver* on [Twitter](#), [Instagram](#) and [Facebook](#). *Car and Driver* is published by [Hearst Magazines](#), the world's largest lifestyle media publisher with a portfolio of more than 30 powerful brands in the U.S. that inspire and entertain audiences across all media platforms. Hearst Magazines' print and digital assets reach 138 million readers and site visitors each month — 54% of all adults in the U.S., 52% of all Millennials and 49% of all Gen Z adults over the age of 18 (Source: 2025 comScore Multi-Platform© MRI-Simmons – 03/25/F24). The company publishes more than 200+ brand editions and 175 websites around the world.

### **About Autotrader**

Autotrader is the most recognized third-party car listings brand, with the most engaged audience of in-market car shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered car shopper looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing and retailing solutions allow consumers to build their deal online, and guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience. Autotrader is a Cox Automotive™ brand. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

### **About Cox Automotive**

Cox Automotive is the world's largest automotive services and technology provider. Fueled by the largest breadth of first-party data fed by 2.3 billion online interactions a year, Cox Automotive tailors leading solutions for car shoppers, auto manufacturers, dealers, lenders and fleets. The company has 29,000+ employees on five continents and a portfolio of industry-leading brands that include Autotrader®, Kelley Blue Book®, Manheim®, vAuto®, Dealertrack®, NextGear Capital™, CentralDispatch® and FleetNet America®. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately owned, Atlanta-based company with \$23 billion in annual revenue. Visit [coxautoinc.com](http://coxautoinc.com) or connect via [@CoxAutomotive](#) on X, [CoxAutoInc](#) on Facebook or [Cox-Automotive-Inc](#) on LinkedIn.

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