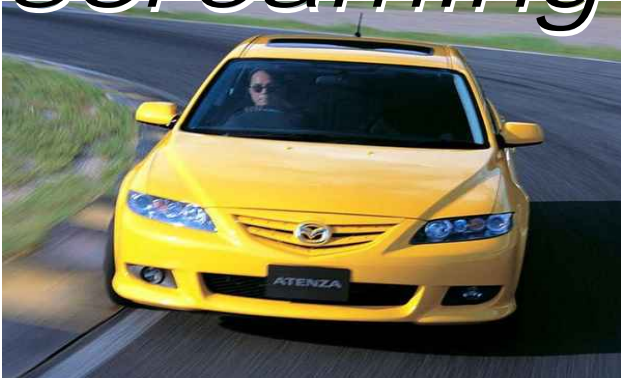


Send your vehicle sales screaming into overdrive



GO WITH THE LEADER

You already know TRADER Publications offers the world's largest and most effective classified photo ad service selling cars, trucks, SUVs, boats, motorcycles, real estate and more...including the Auto Trader® publication where your advertising is already featured. The Auto Trader gets results! That's why 93% of San Diego franchised dealers and 85% of local independent dealers advertise with us!

MAXIMUM EXPOSURE. MINIMUM INVESTMENT. MAJOR OPPORTUNITY

Now TRADER is offering you an opportunity for maximum exposure to the vehicle-buying market in our exciting new publication: Auto Trader EXTRA®.

EXCLUSIVE BONUS CIRCULATION AT A FRACTION OF THE INVESTMENT

Auto Trader ads are distributed in more than 1,600 choice retail locations. That's the best classified photo ad value in town. Auto Trader EXTRA delivers additional bonus distribution to hundreds of other select retail locations for a fraction of the investment. That's better!



IMPULSE BUYERS

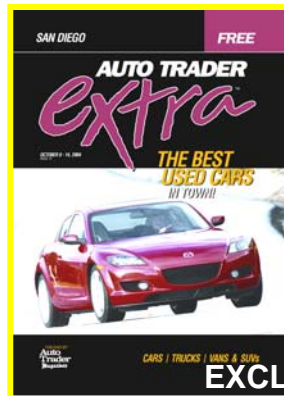
Auto Trader is a paid publication. Auto Trader EXTRA is free, which makes it the perfect advertising vehicle to capture impulse buyers.

BUILD YOUR FINANCE BUSINESS

That next credit tier of buyers is a potential gold mine for your finance department, and Auto Trader EXTRA delivers more of them.

SLICK COVERS; COLOR PHOTOS; INDEXED FOR READY REFERENCE

EXTRA features slick, flashy covers that shoppers can't resist. Inside, all of your ad photos appear in color. Ads are positioned strictly in alpha order by make/model so buyers can quickly find their target vehicle(s).



EXCLUSIVELY AVAILABLE TO YOU

Only dealers who are already advertising in Auto Trader are eligible for EXTRA...no private party advertising.

LET'S GET ROLLING

Tell your TRADER representative you want to feature your vehicles in Auto Trader EXTRA. We'll get you started in our next available issue using your existing text and photos. Give us the word and we'll take it from there.

The targeted sales vehicle for YOUR vehicles.™

For more information, dial 858.654.3330 © 2004 Trader Publications