



## **Yahoo! Redesigns Popular Online Automotive Site To Enhance Tools For Buying And Selling New And Used Vehicles**

**Sunnyvale, CA -- April 25, 2002 --** Yahoo! Inc. today announced that it has redesigned key sections of Yahoo!® Autos (<http://autos.yahoo.com>), a popular online destination for buying and selling new and used vehicles. The redesign improves the experience for consumers by highlighting features critical to the online buying and selling process and helps them easily access the site's most popular features, including vehicle research, free quotes on new cars from local dealers, and used vehicle buying and selling capabilities available through Yahoo!'s automotive classified listings.

"The enhancements to the Yahoo! Autos' site underscore the Company's commitment to provide the Internet's premiere destination for buying and selling new and used vehicles," said Elizabeth Blair, senior vice president of Yahoo!'s Listings business unit. "As the most trafficked site on the Internet, Yahoo! continues to build powerful opportunities for auto manufacturers, dealers and individuals interested in selling and marketing cars online."

Yahoo! Autos' new homepage design is the latest in a series of developments designed to improve the services offered to consumers. These improvements include:

- Yahoo! Autos bolstered the site's new car lead referral capabilities by partnering with Autobytel and automotive manufacturers to give consumers access to free price quotes from a dealer in their local area.
- Yahoo! Autos also recently began offering consumers who want to sell a car two options of classifieds listing packages:
  - Basic Ad for \$14.95 - includes a customized ad for 21 days with a photo and ad statistics and reporting
  - Featured Ad for \$24.95 - includes Basic Ad plus two free renewals, a thumbnail photo within search results, personal URL and email links, and featured placement at the top of search results
- Other new features available throughout the site include Kelley Blue Book, user reviews and reports from Consumers Guide and Consumer Reports, and research tools like Car Comparison and Hot Vehicles.

### **About Yahoo! Autos**

Yahoo! Autos (<http://autos.yahoo.com>) offers a full suite of comprehensive content, tools and services to help consumers make informed automotive buying and selling decision. New car buyers can read consumer and expert reviews, get car quotes from local dealers, research models and pricing, compare features, and get access to content from Consumer Reports, Kelley Blue Book and Edmunds.com - all in one location. Used car buyers can browse classified ads or auctions across the United States for the car of their choice. Sellers can post pre-owned vehicles for sale on Yahoo! Classifieds. Yahoo! Autos is also a pit stop for parts and accessories guidance and includes a personalized option to track maintenance and service intervals.

### **About Yahoo!**

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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