



## **CarZen.com Announces License Agreement with AutoTrader.com**

*Leading automotive website adds engaging and detailed new car search experience – The New Car Adviser – to bolster sites' new car research offerings.*

New York ([PRWEB](#)) January 5, 2010 -- CarZen.com, a leading provider of new car search tools for automotive-related websites, today announced that AutoTrader.com has licensed the CarZen search experience. AutoTrader.com is now using CarZen's search tool as its 'New Car Adviser,' accessible via the homepage rotational or the research section of AutoTrader.com.

The 'New Car Adviser' serves as a matchmaker that correlates auto shoppers' unique needs and wants to a ranked list of vehicles. It's an engaging and personalized experience that enables users to customize the types of features, traits and even the vehicle personality most desirable to them. Through its robust algorithm, the Adviser then pairs the user to the cars most ideal to the individual's unique preferences.

The 'New Car Adviser' is meant to truly assist consumers that are narrowing down their vehicle choices. And its benefits go beyond helping car shoppers - by optimally serving this audience early in the purchase funnel, the 'New Car Adviser' creates a focused way for advertisers to reach and target serious shoppers.

### About CarZen.com

CarZen.com was founded in May 2008 in New York. CarZen is a provider of dynamic, high-quality new car research solutions for consumers and partner websites. Providing a simple and personalized car shopping experience, CarZen is focused on delivering information better and faster to empower consumers to make better car-related decisions. CarZen's CarFinder car search tool ranks vehicles based on specific consumer wants, needs, and personality. Having launched the CarConsult tool in October 2008, CarZen has now opened up licensing of the tool to leading automotive websites. Visit <http://partners.carzen.com> for more information on licensing the CarFinder experience.

### About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds 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 owners. The site attracts about 15 million unique monthly visitors. 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 improving 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 is also an investor. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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