About.com Lets Readers Drive the Experience

SUVs, Alternative Fuels, Sedans, Trucks. Which model is best for your needs? DVD players? Navigation systems? Which used cars can go the distance? About.com has the answers to everything automotive. It gives readers easy access to the plain-English, practical advice they need to make smart vehicle decisions. And, because only About.com combines authoritative information with the human perspective, About.com's Autos Channel is miles ahead of traditional auto buying research and configuration sites.

Why is About.com's Autos Chanel So Trusted?

Great Guides:

All About.com Guides are experts in their fields. They're highly trained and dedicated to helping the About.com reader answer a question, solve a problem or simply learn more about a topic. So you know the information is high octane in accuracy. Meet some of our About.com Autos Guides:

- **Cars: Aaron Gold** – an experienced online automotive journalist, Aaron is a "product guy." He likes to help people find the car that will best suit their needs and their lifestyle, not just the one that goes the fastest or corners the best. His background includes a stint at a renowned British automotive magazine.
- **Alternative Fuels: Christine & Scott Gable** – it was not long after Christine first read about biodiesel that she and Scott unloaded their gas guzzler, replaced it with an old Mercedes diesel and began brewing biodiesel in the basement of their home. Six years later, they have logged over 125,000 miles in their biodiesel and straight vegetable oil-powered cars, have fueled their home heating oil-powered boiler with biodiesel, and are even more passionate about sharing the latest news and developments about alternative fuels and renewable energy.
- **Trucks/SUVs: Dale Wickell** – his nearly three decades of automotive experience includes both technical and managerial experience and training. His real-world experience includes extensive hands-on work with a variety of trucks and SUVs including Toyota and Land Rover. So readers get plenty of first-hand knowledge and advice.

Unique Informational Features

- Photo Galleries
- Vehicle Reviews
- Request a Quote
- Compare Vehicle Features and Functionality

Strategic Partnerships

About.com's Autos Channel has an exceptionally strong strategic partnership that delivers in-depth information and insight:

- Edmunds.com – the staff editors and experts at Edmunds offer users the latest in vehicle profiles, reviews and buying information. So when a reader makes a decision, it's the right one

About.com Autos Puts Brand Marketing In Overdrive

- 1.1 million unique users per month
- With a median age of 42, About's Autos Channel has a younger audience than MSN (45), AOL (47) and Yahoo (43)
- About.com's Autos Channel's audience has only a 3% overlap with Cars.com and 2% with MSN Autos*

** Source: Nielsen//NetRatings, July 2007*

Want to see more possibilities for your brand? Contact our sales team at advertise@about.com or call 212-204-4000.