

# Autotrader and Kelley Blue Book Drive Holiday Cheer with Limited-Edition "Ugly" Sweater Light Up Face Masks and Steering Wheel Covers

Visit [HolidayInDrive.com](http://HolidayInDrive.com) for a chance to win and get the latest winter car care and driving tips

ATLANTA, Nov. 18, 2020 /PRNewswire/ -- Like most things in 2020, this year's holiday season will look and feel different in many ways – including how people will travel. According to a recent survey from Cox Automotive\*, 86% of U.S. adults are planning to hit the road by car or RV this holiday season, versus flying. To make road trips a little warmer and help people drive in style, Autotrader and Kelley Blue Book created limited-edition "ugly" sweater light up face masks and steering wheel covers to spread cheer all season long.



## Kelley Blue Book

Keeping the holiday spirit alive is more important than ever this year, and so is having the best car for holiday travel. Autotrader and Kelley Blue Book, the trusted names for car buyers, instill confidence in shoppers when it comes to researching, purchasing and maintaining the best car to match their lifestyle and travel needs. With cars becoming more of an escape and safe haven, it is important to keep them looking their best, especially for the 7-in-10 consumers that are committed to purchasing accessories for their cars. And, with people anticipating 1-3 pit stops on their long holiday journeys, having a festive mask readily available will be key.

"As more people rely on cars to get to their holiday destinations this year – whether they are headed out to shop or visit close family - it's important they have a car that meets their specific travel needs and is comfortable," said Greta Crowley, vice president marketing for Autotrader and Kelley Blue Book. "We know it's been a tough year, so we wanted to have a little fun this holiday season and try to add some cheer to consumers. The holiday masks and steering wheel covers do just that."

From November 18 through December 4<sup>th</sup>, holiday travelers will have the opportunity to visit <http://www.holidayindrive.com/> for a chance to win accessories for the car and driver including a pair of "ugly" holiday sweater light up face masks – one for you and a great gift for a friend – and an "ugly" holiday sweater steering wheel cover.

For more information and news from Autotrader, visit [press.autotrader.com](http://press.autotrader.com), follow us on Twitter at [https://twitter.com/Autotrader\\_com](https://twitter.com/Autotrader_com) (or @Autotrader\_com), Instagram at [https://www.instagram.com/autotrader\\_com/](https://www.instagram.com/autotrader_com/) (or @autotrader\_com), like our page on Facebook at <https://www.facebook.com/autotrader/>, and add us on Snapchat (@Autotrader\_com).

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#### **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 Kelley Blue Book ([www.kbb.com](http://www.kbb.com))**

Founded in 1926, Kelley Blue Book, *The Trusted Resource*®, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

#### **About Cox Automotive**

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 27,000 team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with revenues of \$21 billion.

[coxautoinc.com](http://coxautoinc.com)

\* Holiday Travel Research, Cox Automotive Research & Market Intelligence, September 2020

† \*NO PURCHASE NECESSARY. A purchase will not increase your chances of winning. Sweepstakes begins at 12:00 PM ET on 11/18/20 and ends at 11:59:59 PM ET on 12/4/20. Open only to legal residents of 50 US/DC who are 18 years or older. Click Here for Official Rules, including how to enter, odds, prize details and restrictions. Void where prohibited. Msg&data rates may apply. Sponsors: Autotrader.com, Inc., 3003 Summit Blvd., Ste. 200 Atlanta, GA 30319, and Kelley Blue Book, Inc., 195 Technology Drive, Irvine, California 92618.



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