

Autotrader & Kelley Blue Book Launch “Drive the Vote” Campaign to Encourage Voter Registration

ATLANTA, September 2, 2020 – We live in a country built on diversity of thought and culture – one that derives its success from inclusion. Cox Automotive, Autotrader and Kelley Blue Book’s parent company, believes a thriving democracy should reflect the mosaic of its people, which is why the company is taking action to Drive the Vote this year.

Starting September 2, visitors to the [Autotrader](#) and [Kelley Blue Book](#) websites, which reach 6-in-10 new car shoppers^[1], will be greeted with resources for registering to vote and information on how to get out to the polls in November. With only two months remaining until the November 3 election, Autotrader and Kelley Blue Book are committed to educating consumers on how they can cast their vote and make sure their voice is heard in this crucial time. Through the Drive the Vote campaign, Cox Automotive hopes to help create a more inclusive, reflective country.

To coincide with this initiative, Cox Automotive will also give its employees flexibility on Election Day, November 3, encouraging them to take paid time off to vote. “2020 has been an incredible year full of changes — in how we work, live and relate to one another,” said Jessica Stafford, senior vice president of consumer solutions for Cox Automotive. “We recognize that it is now more important than ever to support our employees. The best way to move the needle on creating a more diverse, more accepting community is to improve inclusive voting.”

To learn more about Cox Automotive’s Drive the Vote campaign, visit [Autotrader.com/drive/the-vote](#) and [Kbb.com/drive/the-vote](#).

^[1] Source: 2020 Cox Automotive Car Buyer Journey
