

AutoTrader.com Announces New Leadership at VinSolutions

VinSolutions President Mike Dullea to take on new role focused on product innovation across AutoTrader group of companies

OVERLAND PARK, Kan., May 17, 2012 [PRNewswire/](#) -- VinSolutions, the industry leader in advanced software products for automotive dealerships, today announces that its president, Mike Dullea, has accepted a new position within the AutoTrader group of companies. In his new role, Mike will work with Chip Perry, president and CEO of AutoTrader.com, and Dale Pollak, founder of vAuto, on a new companywide product innovation team that will explore and develop new product opportunities across the AutoTrader group of companies.

AutoTrader.com executive, Brian Skutta has been named vice president and general manager of VinSolutions. Skutta is currently general manager of AutoTrader.com's Trade-In Marketplace (TIM) based in Atlanta, GA. His new role is effective immediately and he will report to Keith Jezek, president of vAuto who also assumes responsibility for VinSolutions.

"All of us at AutoTrader.com appreciate the hard work Mike Dullea did in building VinSolutions into an innovative force in the automotive dealer software space and for bringing VinSolutions into the AutoTrader family last year. Mike led the development and rapid growth of VinSolutions into a leader and supplier of cutting edge software products that have had a major impact on the way our customers manage their dealerships," said Chip Perry, president and CEO of AutoTrader.com. "We recognize Mike's passion for innovation, and at AutoTrader.com, we too, have always been focused on innovation. Mike's expanded new role will help ensure that we are exploring new product innovation opportunities across the AutoTrader group of companies."

Mike Dullea stated, "I am very excited about this new opportunity working closely with Dale at vAuto, as well as Chip, to develop new and innovative products that ultimately benefit the automotive industry. My passion has always been to innovate and create powerful solutions for dealers. I am looking forward to continuing to expand this innovation to the AutoTrader group of companies in order to create new product solutions that leverage powerful technology platforms and benefit the industry. I am leaving VinSolutions in good hands, and I will continue to be part of the AutoTrader group of companies."

"Keith has been very successful at running vAuto's business, and there are many natural synergies and linkages that can be replicated at VinSolutions to continue its focus on growth," said Perry. "Brian is a strong leader who understands the marketing and operational needs of auto dealers as well as consumer behavior in the car buying process. Keith and Brian will focus on maintaining the company's innovative drive to provide automotive dealers with products that help them operate more efficiently and tap into exciting new marketing opportunities created by the integration of dealership websites, desking tools and CRM systems. They also will champion collaboration efforts between VinSolutions and the other companies in the AutoTrader family."

Keith Jezek has over 20 years of experience in executive management with high technology firms, having held key leadership positions with ADP, Digital Motorworks, LP, Travelogix and Tallard BV. Under Jezek, vAuto experienced unprecedented growth and was named to the Inc. 500 list as one of the

nation's fastest-growing, privately held companies in America. Jezek received his B.A. in English from the University of Texas at Austin and his MBA in Finance from the McCombs School of Business at the University of Texas at Austin.

Skutta joined AutoTrader.com in 2002 and has held positions of increasing responsibility in several areas of the company including dealer sales, national sales, private seller and business development. Skutta currently leads AutoTrader.com's Trade-In Marketplace business. Prior to working at AutoTrader.com, Skutta held positions in finance and operations at IBM and MCI WorldCom. He holds a B.S. in Finance from Auburn University.

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive 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 sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts millions of unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates one other auto marketing brand, AutoTraderClassics.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (Kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

About VinSolutions

VinSolutions, headquartered in Overland Park, KS, consolidates data from all areas of an automotive dealership helping dealers to find, sell and keep customers more profitably with their fully-integrated "Dealership Marketing System." VinSolutions' all-in-one internal management and external sales and service marketing solution platform includes search marketing, online advertising, social media marketing tools, mobile marketing, websites, ILM (Internet Lead Management), CRM (Customer Relationship Management), sales force automation, desking, appraisal, finance, used vehicle marketing and market pricing, inventory management and distribution, window stickers, automated video tours, loyalty management and targeted marketing with email, text, direct mail and telemarketing services. This cloud-based system is available for large dealer groups and individual dealerships from anywhere an Internet connection is available and can be viewed from any Smartphone including BlackBerry, Google DROID and iPhone. VinSolutions' Dealership Marketing Solution is installed by their implementation experts and supported by best practice retail strategy consultation, process training and customer care.

VinSolutions was named on the *Inc. 500/5000* in 2010 and 2011 and has received many industry accolades including the Automotive Website Award

for Best Integrated Website Platform and the Driving Sales Innovation Cup for VinLens™. VinSolutions is OEM (Original Equipment Manufacturer) certified by GM, Ford, Chrysler, Honda, Hyundai, Acura, Mazda, Toyota, Subaru, Volkswagen, Audi, Volvo, Kia, Mitsubishi, Infiniti, Jaguar Land Rover North America, Mercedes-Benz USA and Nissan and is ADP, Reynolds & Reynolds and DealerTrack DMS (Dealer Management System) certified. Other alliances include, but are not limited to, Kelley Blue Book, Black Book, Galves, NADA, CARFAX, R.L. Polk, AIS Rebates, KnowMe, AutoSoft, Arkona, Autodata and RouteOne. Founded in 2006, VinSolutions became a subsidiary of AutoTrader.com in 2011.

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