Product Innovation Expert at Autotrader.com to Discuss Digital Domination in a Multi-Experience World

AutoTrader.com's Nick Park will present a session at the upcoming Digital Dealer Conference & Exposition in Las Vegas on October 24.

DETROIT, MI AND ATLANTA – OCTOBER 19, 2012 –Nick Park, director of product innovation at AutoTrader.com, will be sharing his expertise with automotive dealers and managers at the upcoming 13th Digital Dealer Conference & Exposition in Las Vegas. Speaking on "Digital Domination in a Multi-Experience World," Park will discuss the importance of having an inventory-based strategy and compelling content that can be leveraged across multiple channels and platforms.

Given the variety of channels and platforms that are coming online at seemingly hyper speed, it's more important than ever that dealers get the fundamentals right. Failing to get the basics right means dealers and managers are missing out on opportunities across an ever-increasing range of consumer experiences.

"No matter which platforms shoppers use to access information about vehicles or a dealership, it is incredibly important that they have a consistent experience. It's up to dealers to deliver quality content and ensure that consistency in all of their advertising channels so they can connect with, and therefore influence, more consumers during the shopping process," said Park. "At AutoTrader.com, we believe that the best away to achieve those results is through an inventory-based strategy where content is king, and I'm looking forward to sharing this information at the conference."

What will dealers and managers learn and what action items will they take back to the dealership?

1. Learn what car shoppers want from their online shopping experiences.
2. Learn how to understand the tools and tactics dealers and managers can use to meet these shoppers' needs.
3. Learn how to create effective merchandising to provide the building blocks for successful online consumer experiences across multiple platforms.

In his role at AutoTrader.com, Park is tasked with understanding the future of consumer experiences and market needs. Under his leadership, the product innovation team is responsible for new product exploration, conception and development, which continue to elevate the company's position as a market innovator and leader. Park joined AutoTrader.com in 2007 and has worked on the company's new car market strategy, consumer site listings redesign, and mobile applications. Prior to joining AutoTrader.com, he was responsible for product management at a leading geospatial analysis software company servicing Fortune 500 customers in the oil and gas industry. Park also has experience leading product management across both desktop software and software-as-a-service solutions within a range of fields, including applications for systems from Microsoft Office to high-end workstations.

The 13th Digital Dealer® Conference & Exposition will be held on October 23-25, at The Mirage in Las Vegas, NV. Park's session will take place on Wednesday, October 24. For more information, visit: www.DigitalDealerConference.com.

About AutoTrader.com

Created in 1997, Atlanta-based AutoTrader.com is the Internet's ultimate automotive marketplace. As a leading resource for car shoppers and sellers, AutoTrader.com aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers and provides expert articles and reviews. AutoTrader.com, which also operates the AutoTraderClassics.com auto marketing brand, is wholly owned by AutoTrader Group. Additionally, AutoTrader Group owns Kelley Blue Book (KBB.com) as well as three other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto, HomeNet Automotive and VinSolutions. AutoTrader Group 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 DEALER COMMUNICATIONS

Dealer Communications is the leading multi-media information source for franchised automotive dealers and managers. Connecting with franchised automotive dealers and managers over ten million times per year, Dealer Communications publishes the monthly print and online editions of *Dealer* magazine and *Digital Dealer* magazine. Online weekly newsletters include *Dealer; Digital Dealer; Dealer Fixed Operations; Dealer Pre-Owned*, *Dealer F&I*, and *Dealer Sales and Marketing*. Dealer Communications also offers the Digital Dealer Webinar Series, with online presentations throughout the year. To see all that Dealer Communications offers, visit: www.dealer-communications.com

Dealer Communications also owns and operates the Digital Dealer Conference & Exposition, the premier educational conference and expo dedicated to Internet and technology solutions for automotive professionals. Digital Dealer events deliver the largest array of speakers, peer to peer opportunities, and exhibit hall offerings – all carefully designed to impart cutting edge business strategies. With an audience of the industry's most progressive dealers and managers and the most innovative

conference format, Digital Dealer provides the ultimate learning and networking environment.

The 13th Digital Dealer Conference and Exposition will be held October 23-25, at The Mirage in Las Vegas, NV. There will be new Digital Dealer Learning Labs, Digital Dealer Innovation Hours, a new Digital Dealer Peer Networking Roundtables dinner, more than 100 workshops, over 100 specialized technology solutions providers, and many more exciting new benefits. For more information, visit: www.DigitalDealerConference.com

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