

AutoTrader.com Launches 2013 Interactive Dealer Summit Series

Throughout 2013, AutoTrader.com will host 20 free summits from coast-to-coast, helping dealers understand how to effectively market to—and influence—consumers as they shop for vehicles.

ATLANTA, April 16, 2013 [PRNewswire/](#) -- Today, AutoTrader.com® kicks off the first in a series of Interactive Dealer Summits. The first summit will be held in Houston, Texas, with other events scheduled to take place from coast-to-coast throughout the year. The Interactive Dealer Summit is an educational event designed specifically for auto dealers, and the content is customized for each market in which it takes place. Themed "Do you know today's customer? Think like your customer, unlock growth in your dealership." The summits will peel back the many layers of how consumers shop and help dealers understand why that information is essential to unlocking dealership growth.

(Logo: <http://photos.prnewswire.com/prnh/20110425/CL88097LOGO>)

"We believe that understanding the multitude of ways consumers arrive at their purchase decision is the key to effectively reaching and influencing them throughout their shopping journeys, and we are excited to bring a new round of insights and information to the dealer community," said Jason Jager, director of industry relations and dealer learning at AutoTrader.com. "We are committed to working closely with dealers to ensure that they have the most recent and relevant information about effective online advertising, and the Interactive Dealer Summits offer one more avenue to help us achieve that goal."

Designed for all levels of dealership personnel, from dealer principals and owners to Internet managers, the Interactive Dealer Summits offer an opportunity for dealers to learn about key factors for online marketing success, exchange best-in-class strategies and gain insights from industry thought leaders. And because these summits are both local and interactive, the attendees and subject matter experts will be able to address challenges and opportunities specific to each market.

Attendees can expect lively discussions around how the various facets of online automotive advertising can help them reach and influence automotive shoppers throughout their shopping journeys. The summits will include a mix of general sessions and workshops, ensuring that attendees walk away with plenty of new insights as well as actionable strategies to implement at their dealerships.

The first Interactive Dealer Summit is being held today in Houston, and the series will continue throughout the year, with the next events scheduled for Miami, Fla. on May 15 and Sacramento, Calif. on June 13. For other dates and locations, stay tuned to the [Events](#) page on the Dealer Learning Center.

The Interactive Dealer Summits are one facet of the overall educational opportunities AutoTrader.com provides for dealers, which include customized in-dealership training, seminars, webinars and the online Dealer Learning Center (www.dealerlearningcenter.com), where dealers have 24/7 access to educational content and videos.

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 four other companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive®, VinSolutions® and Automotive Information Systems (AIS). 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 <http://press.autotrader.com>.

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