

AutoTrader.com Launches Commercial Inventory Listing Program For Chevrolet And GMC Business Elite Dealers

New program will enable GM's Business Elite dealers to highlight and differentiate their commercial inventory and create program awareness with small business owners.

ATLANTA, Aug. 2, 2013 /[PRNewswire](#)/ -- Today, AutoTrader.com® launched a new vehicle commercial inventory listing program for Chevrolet and GMC Business Elite dealers, which will enable them to differentiate their commercial truck and van listings on the site and create program awareness with small business owners. This is the first time in the industry that a third-party is offering such a program for commercial vehicles.

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

"GM has a history of being ahead of the curve in the third-party shopping space, as they were the first to list CPO vehicles on our site, and we're excited to partner with them again to create yet another first in the industry that brings significant additional value to dealers and consumers," said Matt McKenna, Senior Vice President Of National Accounts at AutoTrader.com.

Jennifer Costabile, General Director Of Marketing, Sales Operations And Used Vehicle Activities for GM Fleet and Commercial, added, "It is extremely important at GM Fleet and Commercial to provide our customers with an exceptional customer experience, and the easy to navigate, commercial vehicle shopping experience on AutoTrader.com will provide customers with the information they need to make important vehicle purchasing decisions. This commercial listings program clearly shows GM's commitment to its business customers, and the hundreds of dealers who participate in the GM Business Elite program."

With this program, AutoTrader.com will receive a national feed of GM's commercial inventory to display on the site with specialized branding, including custom ad tiles to offer shoppers Business Elite Program information and Business Choice incentive information. GM commercial inventory that will be included in the automated feed includes: Chevy Express vans, GMC Savana vans, Chevrolet Silverado work trucks and GMC Sierra work trucks.

"This program couldn't have come at a better time, as the rebounding housing market and overall economic recovery have fueled increasing interest for work-related vehicles, particularly trucks, on AutoTrader.com," McKenna continued. "Shopper interest in the truck segment is up 13 percent year-over-year on our site, and it is currently the most-shopped segment, capturing 13.1 percent of all shopping activity."

This innovative program from GM offers dealers additional merchandising opportunities for their commercial inventory. Through the automated feed, each listing will automatically include nine photos, one make-specific video, and branded ad tiles that offer shoppers the opportunity to learn more about the Business Elite program and Business Choice incentives.

In addition to this marketing effort, they are also making turn-key co-op packages available to Business Elite dealers to help them further enhance and elevate their AutoTrader.com listings, which will allow for more visibility and merchandising opportunities.

GM Business Elite dealers who are interested in learning more about the new program should contact their local AutoTrader.com representative.

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 <http://press.autotrader.com>.

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