

Industry Veteran Analyst Michelle Krebs joins AutoTrader.com

Former Edmunds Analyst will help deliver AutoTrader's data and insights to the industry

DETROIT, May 27, 2014 /[PRNewswire](#)/ -- AutoTrader, the ultimate automotive marketplace® for new and used cars, today hired Michelle Krebs to provide industry analysis and insights from AutoTrader's trove of consumer and industry data. She will be located at AutoTrader's Detroit office.



"The opportunity to work for AutoTrader, the dominant player in the industry, is an analyst's dream come true," said Krebs. "Throughout my career, I have tried my best to provide honest and fair commentary on what's happening in the auto industry and to help car buyers confidently make one of the biggest investment decisions they face. My abilities are enhanced by AutoTrader's rich data resources and deep bench of experts."

Krebs is a renowned automotive industry veteran with over 30 years of experience studying trends and reporting on them. Her well-known fast and furious style, trend spotting abilities and deep understanding of the automotive industry will help AutoTrader.com continue to be a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers.

"Today, 79% of consumers are using the Internet to find their next new or used car, and AutoTrader has emerged as a leader in this space because our brand is fueled by the best people," said John Kovac, Senior Vice President of Marketing for AutoTrader Group. "Michelle Krebs is a great addition to our team. She has a rich knowledge of data and offers the industry unique insights. She is highly respected by top-tier media nationally, and we know that she will provide a tremendous value to our automotive retailers, automakers and consumers."

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 companies that provide a full suite of software tools that help dealers and manufacturers manage their inventory and advertising online: vAuto®, HomeNet Automotive®, VinSolutions®, AIS Rebates™, Genius Labs® and Haystak™. AutoTrader Group is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>



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