

**Cox Automotive Names David Doolittle Vice President of Communications & Community Relations**  
**Will improve market reach and industry visibility of more than 20 leading brands that are transforming how the world buys, sells and owns cars**

ATLANTA, Jan. 7, 2015 /[PRNewswire](#)/ -- With a recently united portfolio of more than 20 leading brands that are transforming how the world buys, sells and owns cars, Cox Automotive has named David Doolittle to the newly created position of Vice President of Communications & Community Relations to improve market reach and industry visibility. Doolittle will support Cox Automotive's initiatives to revolutionize the consumer experience, partner with customers to grow their business, and engage employees around a unique innovation-driven culture that encourages community giving.

"As we grow the new Cox Automotive organization, it is imperative that we establish a voice that clearly communicates the strength and value of our brands and the industry-leading products and services we deliver," said Sandy Schwartz, President of Cox Automotive. "David's leadership style and 20 years of communications experience building brands is a tremendous asset that will enable us to more effectively tell the Cox Automotive story."

"The automotive landscape is extremely dynamic and the global pace of change is accelerating," said John Kovac, Senior Vice President of Marketing. "David will lead a communications team that is helping us reinvent our brands to ensure our consumers and customers understand the full value we bring to the car shopping and ownership experience."

Doolittle joins Cox Automotive from consumer products marketer Newell Rubbermaid, where as Vice President of Global Communications he strengthened consumer and employee engagement across the company's 30+ brands in 100 countries. Previous experience includes Ketchum Public Relations, where he led teams partnering with clients at both Fortune 500 and startup companies.

"The automotive industry is one of the most exciting sectors in the world economy. Having the opportunity to bring to life the strong portfolio of brands at Cox Automotive is a dream come true," said Doolittle.

Doolittle will be located at the Cox Automotive headquarters in Atlanta and will be responsible for leading external and internal communications, as well as community relations, for all of Cox Automotive's brands, including AutoTrader.com®, Kelley Blue Book® Manheim® and approximately 20 additional software, financial services and related businesses.

**About Cox Automotive**

Cox Automotive is a leading provider of vehicle remarketing services and digital marketing and software solutions for automotive dealers and consumers. Cox Automotive, a subsidiary of Atlanta-based Cox Enterprises, includes Manheim, AutoTrader.com, Kelley Blue Book, vAuto, NextGear Capital, and a host of global businesses and brands serving customers such as auto dealers, manufacturers and financial institutions. Headquartered in Atlanta, Cox Automotive employs nearly 24,000 employees in over 150 locations worldwide. The company partners with more than 40,000 dealers, as well as most major automobile manufacturers, and touches over 67 percent of all car buyers in the U.S. with the most recognized brands in the

industry. Cox Automotive unites more than 20 brands in this space, providing an end-to-end solution to transform the way people buy and sell cars every day.

**About Autotrader**

Autotrader is the most visited third-party car shopping site, with the most engaged audience of in-market shoppers. As the foremost authority on automotive consumer insights and expert in online and mobile marketing, Autotrader makes the car shopping experience easy and fun for today's empowered consumer looking to find or sell the perfect new, used or Certified Pre-Owned car. Using technology, shopper insights and local market guidance, Autotrader's comprehensive marketing solutions guide dealers to personalized digital marketing strategies that grow brand, drive traffic and connect the online and in-store shopping experience.

Autotrader is wholly owned by Cox Automotive which owns Kelley Blue Book (KBB.com®), Manheim Auctions, Dealertrack® and a portfolio of software companies that optimize inventory and advertising online. Cox Automotive is a subsidiary of Cox Enterprises. For more information, please visit <http://press.autotrader.com>.

Photo - <http://photos.prnewswire.com/prnh/20150107/167550>


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

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/cox-automotive-names-david-doolittle-vice-president-of-communications--community-relations-300017260.html>

SOURCE AutoTrader.com

For further information: Lou Laste, 404-568-7791 (o) 678-492-2737 (m), [lou.laste@autotrader.com](mailto:lou.laste@autotrader.com)

---

Additional assets available online:  [Download Images \(2\)](#)

<https://press.autotrader.com/2015-01-07-Cox-Automotive-Names-David-Doolittle-Vice-President-of-Communications-Community-Relations>