

## **AutoTrader.com Receives "Highest Rated" DrivingSales Dealer Satisfaction Award**

### **Ranked #1 in Dealer Satisfaction, AutoTrader.com wins award in Used Car Advertising Category**

ATLANTA, Feb. 16, 2015 /PRNewswire/ -- AutoTrader.com has received the "Highest Rated" Used Car Advertising Award in the sixth annual DrivingSales Dealer Satisfaction Awards, presented at a special event in conjunction with the 2015 National Automobile Dealers Association (NADA) Convention & Expo. AutoTrader.com received the highest dealer satisfaction ranking in the Used Car Listings category, as determined by the thousands of auto dealers who are part of the [DrivingSales.com](http://DrivingSales.com) community.

"We congratulate AutoTrader on being recognized as one of the best-of-the-best by the people to whom their services count the most: the dealer community," said DrivingSales CEO and Founder Jared Hamilton. "For six years, and through over 21,000 validated reviews, DrivingSales Vendor Ratings has helped dealers make smarter, more informed decisions, leading them to outstanding service providers such as AutoTrader."

Jared Rowe, president of AutoTrader.com, commented, "The best awards are those that are voted on by the dealer body, so we at AutoTrader.com are honored to be recognized for having the highest rated used car advertising solution for dealers. With the influx of millions of used vehicles expected over the next few years, there has never been a more important time for dealers to get their used inventory in front of as many shoppers as possible, and we will continue to evolve our offerings to ensure that our dealer customers always have the right tools to get the right messages in front of the right shoppers at the right times."

Beginning in 1997, AutoTrader.com led the online advertising revolution in the automotive space, being among the first to put classified listings online. Today, the site attracts more than 18 million unique visitors each month, with the majority of those visitors actively shopping for their next vehicles. AutoTrader.com provides a wide array of advertising tools to help dealers promote their new and used inventory and connect with those in-market shoppers. Additionally, AutoTrader is committed to helping dealers succeed online and offline, offering a host of free educational materials and workshops throughout each year. For more information about AutoTrader.com's dealer solutions and educational materials, dealers can visit [www.WeWorkForYou.com](http://www.WeWorkForYou.com).

The DrivingSales Dealer Satisfaction Awards are based on cumulative ratings tallied and verified over the calendar year (January – December) at DrivingSales.com [Vendor Ratings](http://DrivingSales.com/VendorRatings). DrivingSales.com Vendor Ratings is the industry's only neutral, comprehensive vendor rating forum featuring real-time peer reviews and honest competitor comparisons, and provides dealerships with important information from actual customers who have hands-on experience using vendor products/solutions in their stores. Each rating is verified as coming from an actual dealership employee.

Full award results are available online at <http://dealersatisfactionawards.com/>. Award winners are showcased in the Q1 2015 issue of *DrivingSales DealerExec* which, in addition to being distributed at the 2015 NADA Convention and Expo, is delivered to every new car dealership nationwide, as well as to more than 2,000 of the top used car dealers in the U.S. For more information on DealerExec, please visit: [dealerexecmag.com](http://dealerexecmag.com).

### 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>.

### About DrivingSales

DrivingSales enables retail automotive dealers to learn, connect, innovate, and prosper in a rapidly changing retail environment. DrivingSales operates three business units geared at delivering actionable insight to dealers:

**DrivingSales Media**, which comprises the DrivingSales.com dealer community, DrivingSales News, Dealer Executive Magazine, and multiple industry conferences. **DrivingSales University**, the leading provider of automotive retail education content and certification programs, and **DrivingSales Data**, the industry's largest cross-channel data analytics platform.

Founded by a third-generation car dealer in 2008, today DrivingSales is utilized by over 60% of franchised dealerships in North America as a resource to improve their business performance. To learn more about the DrivingSales community, news, training or performance analytics visit [DrivingSales.com](#), [DrivingSalesNews.com](#), [DrivingSalesUniversity.com](#) and [DrivingSalesData.com](#)

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