

Cox Automotive™ Names Shirley Powell Vice President of Communications & Community Relations

With more than 25 years' experience, Powell will elevate the visibility of Cox Automotive and its family of brands.

ATLANTA, March 9, 2016 /PRNewswire/ -- With an expansive family of leading brands that are transforming how the world buys, sells and owns cars, Cox Automotive announced today the addition of Shirley Powell as vice president of Communications and Community Relations. In this position, Powell will lead the delivery of world-class communications and bring to life the Cox Automotive narrative, which is centered on a unique, innovation-driven culture that encourages community giving.

"Cox Automotive has a great story to tell about how we are connecting the entire automotive ecosystem, and Shirley brings expertise that will enable us to clearly communicate the strength and value of our brands and services," said John Kovac, senior vice president of Marketing at Cox Automotive. "Shirley's superior leadership style and broad experience with leading global communications for multi-brand organizations will be an incredible asset to the company and elevate our visibility among clients and consumers."

Powell joins Cox Automotive with more than 25 years of strategic communications experience. Most recently, she served as the executive vice president and chief communications officer at The Weather Company where she oversaw all internal and external communications, executive communications, corporate brand/reputation, issues management, community relations and social media strategies for all of Weather's consumer and business-to-business brands. Prior to The Weather Company, Powell held a variety of senior level corporate communications roles at Turner Broadcasting, NBC Entertainment, Disney/ABC and Nickelodeon. She also serves on the board of directors for The Atlanta's Women Foundation and has served on several non-profit boards.

"The automotive industry is one of the most dynamic industries in America, and being a part of an automotive company with such a rich history and exhilarating vision for the future was an opportunity I couldn't pass up," said Powell. "I look forward to working with such a talented team to accelerate growth and provide an exceptional client experience."

Based in the Cox Automotive corporate office in Atlanta, Ga., Powell will lead and manage the day-to-day operations of the company's global communications organization, which includes internal communications, public relations, executive communications, reputation management, crisis management and community relations.

About Cox Automotive

Cox Automotive, Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Manheim®, Autotrader®, Kelley Blue Book®, Dealertrack®, vAuto®, Xtime®, NextGear Capital® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

SOURCE Cox Automotive

For further information: Lou Laste, Senior Director, Public Relations, Cox Automotive,
404.568.7791 (o), Lou.Laste@Autotrader.com

Additional assets available online:  [Download Images \(1\)](#)

<https://press.autotrader.com/2016-03-09-Cox-Automotive-Names-Shirley-Powell-Vice-President-of-Communications-Community-Relations>