

Cox Automotive Experts Share Insights Tailored for Independent Dealers

Dealers will learn how connected solutions - capital and technology - can help maximize value.

ATLANTA, June 8, 2016 [/PRNewswire/](#) -- Independent dealers will learn industry insights from Cox Automotive™ experts representing Autotrader, Kelley Blue Book, Manheim, NextGear Capital and vAuto during the 2016 National Independent Automobile Dealers Association (NIADA) Convention and Expo at the Mirage in Las Vegas on June 13-16.

"Since independent dealers play such a critical role in the automotive ecosystem, Cox Automotive is continually evolving its solutions with the specific needs of independents in mind," said Marcus Dame, senior director, Product Management - Media, Cox Automotive. "Gathering genuine feedback and engaging in productive dialogue with dealers at the NIADA Convention helps us focus our efforts on solutions that will help drive dealer profitability."

Further demonstrating its commitment to independent used vehicle dealers, Cox Automotive will recognize a dealer for being a positive force in its community. The dealership will receive \$10,000 for a charity of its choice during the NIADA Convention on June 15.

General and educational sessions at the NIADA event will feature Cox Automotive speakers:

Market Update and Leadership Panel: Simplifying How Cars are Acquired and Sold

June 15, 8:30 - 9:30 a.m. PDT

Tom Webb, chief economist, Cox Automotive
Jonathan Schwartz, senior director, Inside Sales - Media, Cox Automotive
Randy Dohse, senior vice president, Field Operations, NextGear Capital
Randy Kobat, vice president and general manager, vAuto
Fredrick Stanfield, vice president, Wholesale Solutions, Manheim

Cox Automotive Chief Economist Tom Webb will discuss the big changes in makes and models, sellers and price points of vehicles being offered. Following the market update, leaders across Cox Automotive will discuss these trends, how to capitalize on them and provide answers to how connected solutions can simplify the exchanges of vehicles to maximize value for independent dealers.

Advertising Compliance

June 15, 9:45 - 10:45 a.m. PDT

Heidi Eddy-Dorn, associate general counsel - Media, Cox Automotive

This session will help dealers navigate federal and state advertising requirements related to automotive products and services. Eddy-Dorn will explore Internet advertising and compliance in relation to emerging technologies and digital marketing initiatives.

CPO Best Practices - The New Weapon to Compete with Franchise Stores

June 15, 3:15 - 4 p.m. PDT

Marcus Dame, senior director, Product Management - Media, Cox Automotive

In this session, Dame will explain why CPO vehicle sales will hit another all-time record high in 2016, how dealerships can take advantage of this fast-growing and profitable market, along with best practices in the implementation and merchandising of a CPO program to compete more effectively with new-car franchise stores.

A Better Way To Source Auction Vehicles

June 15, 4:15 - 5 p.m. PDT

Majd Saboura, director, Wholesale Business Development, vAuto

Saboura will explain how Stockwave, an innovative wholesale sourcing tool, can help sell more vehicles, and make more money, through more efficient, market-smart and simplified wholesale sourcing.

Partner Through Positive Disruption

June 15, 3:15 - 4 p.m. PDT

Susan Moritz, vice president, Business Development, NextGear Capital

In this session, Moritz will highlight an innovative automotive experience for both consumers and dealers that will enhance the customer buying experience while creating operational efficiencies that empower dealers and improve profitability.

How to Use the Internet to Level the Playing Field Between You and Your Competition

June 16, 8:30 - 9:30 a.m. PDT

Jonathan Schwartz, senior director, Inside Sales – Media, Cox Automotive

During this session, Schwartz will address the misconception that smaller dealers cannot compete against large dealer operations on the Internet, especially on third-party sites. In this workshop, dealers will learn the steps to get the same results online as the "big guys" to level the playing field.


To learn more about how Cox Automotive can help independent dealers succeed, visit the Dealer Learning Center: www.dealerlearningcenter.com

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 Autotrader®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® 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.

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