Cox Automotive Media Solutions Launches Exclusive Digital Marketing Strategy Series

ATLANTA, July 10, 2017 /PRNewswire/ -- Today's automotive retail landscape moves faster than ever. And if you're not out front, you risk falling behind. Reflecting its position as a leading provider of products and services for automotive dealers and car buyers, Cox Automotive today announced the launch of Nextology, an exclusive, future-forward digital marketing strategy series presented by Autotrader, Kelley Blue Book, and Dealer.com.

Utilizing a fast-paced interactive format and exclusive insight culled from its category-leading network of consumers and dealerships, Nextology events will foster deep connections with leading digital marketing strategists and experts as well as other top dealers. The events will combine dynamic working sessions, data-driven keynotes, and strategic consultations, all in a premier setting with overnight accommodations provided.

"The Nextology series will be underpinned by our deep understanding of and relevance to our clients' day-to-day marketing and operations challenges," said Brian Geitner, President, Cox Automotive Media Solutions. "We're excited to create a new level of value for our clients by delivering direct access to Cox Automotive and Media executive leadership as well as internal subject matter experts in a consultative, collaborative and collegial environment."

Attendees will also learn about and demo new and emerging products, from the automotive industry's leading digital marketing platforms.

The Nextology series builds on Cox Automotive's commitment to dealer education. The company has hosted events in dozens of markets across the country, bringing insights and best practices to more than 2,600 attendees representing 1,600 dealers.

Following a successful launch in Miami last month, the next event will take place at the Intercontinental Hotel in Boston July 19-20 and will feature a keynote address by Geitner. Additional dates will be announced later this year.

For more information about Nextology programs visit dealer.com/events/Nextology or to register for the Boston event click here.

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 33,000 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 exceeding $20 billion and approximately 60,000 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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