

Dealer.com Advertising Leverages Autotrader and Kelley Blue Book Rich Data Sets to Reach High-Quality, In-Market

Audience

New Audience Targeting Solution Serves Up Most Effective and Relevant Ads to Online Auto Shoppers

Burlington, Vermont, March 28, 2016— The online automotive retailing experience just got a powerful boost with the integration of Dealer.com's Advertising solution and rich data sets from Autotrader® and Kelley Blue Book®. As part of Cox Automotive™, the three leading brands have teamed to deliver Audience Targeting through Dealer.com®, giving dealers unprecedented ability to reach high-quality, in-market car shoppers.

With Dealer.com Audience Targeting, dealers can reach the combined 38 million unique website visitors that Autotrader and Kelley Blue Book see each month, and direct them back to their dealership website through Dealer.com's industry-leading machine learning and real-time bidding automation. This combination of technologies and audience data is the most powerful way to reach shoppers on their path to purchase.

"This revolution in online advertising will unlock enormous potential for our dealers and their car shoppers and help them capture existing demand in their markets," said Wayne Pastore, senior vice president, Dealer.com. "We are uniquely able to bring together the key ingredients to deliver the industry's most effective digital ads that make the entire online-to-in store process seamless, efficient and enjoyable."

Dealer.com's Audience Targeting reaches relevant shoppers at critical moments on their path to the showroom. Data shows that 80 percent of Autotrader visitors are in market to purchase a vehicle, and 54 percent of those visitors will purchase in the next 60 days. Sixty-eight percent of in-market Kelley Blue Book visitors will purchase in the next 60 days.

Dealers will be able to view demonstrations at the National Automotive Dealers Association Convention & Exposition (NADA 2016), March 31-April 3, 2016, in Las Vegas (Booth #1124C). [Please visit us online](#) to schedule a demonstration at NADA 2016.

About Dealer.com

Dealer.com provides an integrated platform of Advertising, Website and Managed Services products which allow OEMs, dealer groups, retailers and agencies to leverage advanced digital technology and data to better engage and connect with their customers. The company practices a deep commitment to its culture of innovation, with a focus on health and wellness, making it one of the most desirable places to work, and a valuable partner for automotive retailers. Dealer.com is a Cox Automotive brand. For more information, visit www.dealer.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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