Strong Showing from Cox Automotive Retail Solutions Brands at 2020 Dealers' Choice Awards Is Testament To Dealer Resilience In The Face of COVID-19

Cox Automotive Thanks Clients For Successful Effort To Adapt During Tumultuous Year

Atlanta, Georgia, September 8, 2020 – This year, the auto retail industry faced unprecedented challenges that upended long-established business practices. However, shutting doors didn't mean shutting down for many dealerships, who embraced digital adoption and successfully transformed a century-old industry in just a matter of months. That's why the recognition of Cox Automotive Retail Solutions brands at the 2020 Dealer's Choice Awards is especially poignant this summer.

"We extend our gratitude to the dealerships who chose us," said Keith Jezek, president, Cox Automotive Retail Solutions. "We also want to congratulate those same dealerships for turning challenges into opportunities and the essential role they played in making our industry more modern and resilient than ever before."

For 16 years, the Dealers' Choice Award program has recognized the industry's best vendors, suppliers, and finance partners by asking dealer principals, general managers, and dealership personnel to complete a 35-category online survey. Readers of *Auto Dealer Today*, *F&I and Showroom* and *Agent Entrepreneur* were asked to manually enter their provider's company name in at least five categories, then score that provider on quality, value, customer service, and whether they would recommend them to another dealership.

The top three companies that exceeded each category's average score were awarded first-place Diamond, second-place Platinum, and third-place Gold honors. Cox Automotive Retail Solutions brands received the following recognitions at the 2020 Dealers' Choice Awards:

- Dealer.com:
    - New Vehicle Leads (Diamond)
    - Digital Marketing (Diamond)
    - Website (Diamond)
    - Mobile Media (Diamond)
- Autotrader:
    - Used Vehicle Leads (Diamond)
    - New Vehicle Leads (Gold)
- Dealertrack:
    - Dealer Management System/DMS (Diamond)
    - F&I Desking Software (Diamond)
- vAuto:
    - Inventory Management (Diamond)

"At Cox Automotive Retail Solutions, we only win when our clients win and to earn such positive recognition from our dealership partners through the 2020 Dealers' Choice Awards is an indicator that our clients' impressive flexibility and quick adoption to digital

is paying off despite these tough times," added Jezek. "We will continue to evolve our solutions sets and align them more closely with the specific workflows of dealership staff and optimal customer experience. We look forward to sharing a whole range of product enhancements and new, more advanced capabilities later this year and at NADA 2021 in January."

About Cox Automotive

Cox Automotive Inc. makes buying, selling, owning and using cars easier for everyone. The global company's 34,000-plus team members and family of brands, including Autotrader®, Clutch Technologies, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, VinSolutions®, vAuto® and Xtime®, are passionate about helping millions of car shoppers, 40,000 auto dealer clients across five continents and many others throughout the automotive industry thrive for generations to come. Cox Automotive is a subsidiary of Cox Enterprises Inc., a privately-owned, Atlanta-based company with annual revenues of $21 billion. www.coxautoinc.com

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