NADA and AutoTrader.com to Offer Online Training Series

Exclusive to NADA Members: Online Internet Marketing Course Debuts in spring 2008

PRNewswire
ATLANTA

What do the largest new auto dealer association and the Internet's leading auto classified marketplace have in common? The desire to see car dealers sell more cars more profitably!

(Logo: http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO)

To reach this goal, the National Automobile Dealers Association (NADA) and AutoTrader.com have partnered to launch a new, "live" online-seminar series, "Automotive Internet Marketing: A Traditional Approach to Non-Traditional Media." It will be offered to NADA members in spring 2008. The online- training series includes eight sequential once-a-week sessions.

"This partnership allows NADA members to unleash the power of the Internet for marketing, sales and customer service within their own dealerships," said David Penske, NADA dealership operations chairman. "Learning from a proven leader in automotive online marketing, like AutoTrader.com, will allow us to integrate our best, longtime practices with the most promising innovative techniques."

"The educational series' main focus is to provide dealers with a holistic approach to Internet marketing within their dealership strategy to optimize their dealership sales," says AutoTrader.com President and CEO Chip Perry. "In the past, most educational sessions offered to dealers were not holistic and did not provide complete information. We are thrilled that NADA decided to partner with AutoTrader.com to deliver this valuable information to dealers to help them achieve their ultimate sales objectives."

Dealership employees will be able to log into the training sessions from their desktops. Trainees will also have access to recorded versions if they are unable to attend live sessions.

The interactive seminar series is divided into one preliminary session and eight different modules. Each module provides innovative techniques to optimize the dealership's Internet marketing strategy and drive sales. Following each session, participants will be provided with resources to assist them with their business as well as an action plan, which will be reviewed at the next seminar.

The eight scheduled class modules will cover a variety of subjects, including the dealership's online marketing strategy, optimizing your Web site, online advertising, direct and targeted advertising, lead management, tracking and measurement. Some skills emphasized throughout the course will include:

-- Tactics, solutions and techniques to lead consumers to dealership Web sites;
-- Tips on how to build a consumer-friendly and dynamic Web site that effectively merchandises the dealership;
-- The distinction among the components of digital/online marketing campaigns and how to define the roles of the components; and
-- Best practices and tools to measure the effectiveness and impact of the dealership's marketing and advertising plan.

The online-training series, which begins spring 2008 and runs over eight weeks, is open to all NADA members. For registration information, please contact James Apistolas, NADA director of management education, at 800-252-6232 or at japistolas@nada.org.

About NADA

The National Automobile Dealers Association, founded in 1917 and based in McLean, Va., represents about 20,000 franchised new-car and truck dealers, with nearly 43,000 separate franchises, both domestic and import. For more information, visit www.nada.org.

About AutoTrader.com

AutoTrader.com, the Internet's leading auto classifieds marketplace and consumer information Web site, aggregates more than three-million vehicle listings from 40,000 dealers and 250,000 private owners in a single location. AutoTrader.com provides the largest selection of vehicles that attracts more than 13 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles. AutoTrader.com, created in 1997 and based in Atlanta, Ga., is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, visit www.autotrader.com.

First Call Analyst:
FCMN Contact:

Photo: NewsCom: http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Mark Scott of AutoTrader.com, +1-404-568-7905, +1-404-435-2047 (cell), mark.scott@autotrader.com; or Chuck Cyrill of NADA, +1-800-252-6232, ccyrill@nada.org

Web site: http://www.autotrader.com/
http://www.nada.org/

---

https://press.autotrader.com/news-releases?item=66631