AutoTrader.com's E-Basics Dealer Training Program Visits More than 30 Cities in Fall Push

E-Basics Demonstrates AutoTrader.com's Commitment to Dealer Success

AutoTrader.com, the world's largest automotive marketplace, today announces a packed fall lineup for its innovative and popular E-Basics dealer training program. Throughout the season, AutoTrader.com's dealer trainers will visit more than 30 cities, holding a free seminar at each stop.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO)

E-Basics is a daylong educational session that helps dealers more successfully use the Internet to sell cars. Attendees learn indispensable tips and proven techniques and strategies from AutoTrader.com's dealer trainers and from each other. The program, unique to AutoTrader.com, includes information about understanding today's automotive consumer, Internet Best Practices and building an effective Internet sales department.

In the past year and a half, AutoTrader.com has reached more than 5,000 dealers in 115 cities nationwide with E-Basics. Across the country and at eight major national automotive conventions, free training has been given to customers and new contacts alike. AutoTrader.com continues to use feedback from these sessions to create even better training materials and programs.

"Dealers continuously ask us for more training and they walk away from our sessions with practical ideas from our dealer trainers and from fellow dealers," said Chip Perry, president and chief executive officer, AutoTrader.com. "Through E-Basics, we show our unparalleled commitment to our more than 40,000 dealer customers."

Last month, AutoTrader.com launched a Best Practices microsite, which echoes the teachings of its E-Basics program. Through streaming video modules, the site explains to how to use proven dealer best practices to increase sales by more effectively merchandising vehicles online. It also explains the benefits of using online classified listings to attract potential customers. The microsite is accessible at http://bestpractices.autotrader.com/ , with upcoming E-Basics dates at http://bestpractices.autotrader.com/ebasics/ .

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Manheim Auctions, Inc., the world's largest operator of wholesale auto auctions since 1945. Manheim Auctions, a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., is AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

Photo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO
AP Archive: http://photoarchive.ap.org/
PRN Photo Desk, 888-776-6555 or 212-782-2840

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or email louise.barr@autotrader.com

Web site: http://www.autotrader.com/
http://bestpractices.autotrader.com/

---

https://press.autotrader.com/news-releases?item=66652