# AutoTrader.com Unifies Dealer and National Account Sales Efforts

**Hal Greene, Senior Vice President of Sales to Lead National Account Advertising**

AutoTrader.com, the world's largest automotive marketplace, today announced their National Account Advertising group will now report to Hal Greene, Senior Vice President of Sales. The new structure is designed to make it even easier for dealers, ad associations, and automakers to do business with the online classified leader.

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

Greene is charged with streamlining sales strategies and operations to optimize the customer experience for both dealers and automakers. "We recognize our clients place great importance on their ad associations and co- op advertising," said Greene. "This new structure allows our dealers and national advertising clients to see us as one company with a unified approach to sales and service."

Matt McKenna, General Manager of National Account Sales, will now report directly to Greene, and continue to build and manage new and existing relationships with OEM and non-automotive advertisers.

Greene joined AutoTrader.com's sales department in 1999 when the company had a handful of salespeople; there are now 450. He has overseen the expansion of paying dealer accounts from a few to more than 11,000, and has created six fully staffed regional offices in Boston, Norfolk, Ft. Lauderdale, Dallas, Chicago and Los Angeles. Reporting to Greene are Regional Vice Presidents Alan Smith and John McCormick, as well as Vice President of Sales Operations Beth Jordan. Greene's most recent position with AutoTrader.com was Vice President of Dealer Sales. Greene will continue to report to Jim McKnight, chief operating officer.

"Hal has helped us go from a tiny start up to a robust, profitable, full- service classifieds marketplace," said Chip Perry, chief executive officer. "As our business grows, his dedication and sales expertise will ensure our sales force serves both current and future customers."

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 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 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 has been named "the most useful used car site" by consumers and driven the most online used car sales according to JD Power and Associates 2004 Used Autoshopper.com Study(SM).

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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SOURCE: AutoTrader.com

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

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

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