# AutoTrader.com Promotes Alan Smith to Regional Vice President

AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Alan Smith to Regional Vice President -- West. In one of two newly created positions, Smith will oversee all aspects of sales, service, revenue and expense for the western half of the U.S. Smith will report directly to Hal Greene, vice president of dealer sales.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO )
(Photo: http://www.newscom.com/cgi-bin/prnh/20040429/CLTH090 )

Smith brings 13 years of sales experience with Trader Publications, Trader Online and AutoConnect, which became AutoTrader.com , to the position. Smith was one of the original AutoTrader.com employees in 1999. He helped to build the current sales and management staff of the company and guided the structure of the company's regional offices. Smith is a seasoned sales professional, whose most recent position was Coordinating Director of the West.

"With his proven track record with the company and his ability to grow sales teams and lead them to great success, Alan continues to be an incredible asset to AutoTrader.com ," said Chip Perry, chief executive officer. "As our business grows, Alan will ensure our sales force serves both current and future dealer customers." Smith attended Beckley College in Beckley, WV and studied Business Administration.

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 2.4 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 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. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

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