'Wholetailing' - Integration of Retail and Wholesale Online - Can Revolutionize Dealer Business and Help Dealers Maximize Profits

Howard Polirer of AutoTrader.com Speaks on Online Retail and Wholesale Integration for Success February 9, 10, 11 and 12, at NADA San Francisco Convention

With over 30 years of experience in the auto industry, AutoTrader.com's Industry Relations Director Howard Polirer has been part of every twist, turn and innovation in how the Internet has impacted the auto industry. Now, with support from online wholesale vehicle marketplace OVE.com, he'll help dealers explore the latest innovation to hit the auto industry: "wholetailing," the on-line integration of retail and wholesale at the dealer level. The concept promises new efficiencies and profits for an industry where economic conditions, manufacturer decisions and the changing marketing landscape continue to challenge dealer profits.

"In the past dealers believed consumers had an advantage with third-party websites, but now dealers have the same opportunities as their customers to use the information, reach and choices the web allows to maximize profits," Polirer says. "Autotrader.com has taught dealers for years how to maximize the benefits of the web for auto retailing. But, the recent rise of online wholesale vehicle marketplaces like OVE.com have expanded the industry's online offerings. Now savvier dealers are realizing it's really the combination of both online retail and wholesale tools that will give them an edge, ensuring they're stocking the cars buyers want at the right prices, selling inventory wholesale that isn't moving in their market but might be in demand somewhere else and being flexible to meet market conditions as the economy, gas prices and other things impact what cars people want."

Polirer 's material includes keen wholesale industry insight from his own experience and that of Amanda Young, national sales training manager for OVE.com and The Wholesale Institute, a traveling workshop designed to assist a dealership in developing "Best Practices" for managing its used vehicle inventory. OVE.com is an online wholesale vehicle marketplace that is also owned by AutoTrader.com's parent company Cox Enterprises, Inc. Through attending the session dealers will be able to take away:

-- How Internet car shoppers' attitudes and opinions are influenced by peers and other consumers in the online environment.
-- Techniques to differentiate and merchandise your dealership and vehicle inventory to drive more traffic to your dealership's site and showroom.
-- Wholesale strategies to find the best inventory at the right price to increase your profits.
-- Tactics on merchandising vehicles through rich media to make those vehicles more attractive to retail and wholesale channels.
-- Tips for creating websites that draw customers to the show room.

NADA Expo attendees will have four chances to hear Polirer's workshop: Saturday, Feb. 9 at 11:00 a.m. PT in workshop room 302S; Sunday, Feb. 10 at 3:30 p.m. PT in workshop room 302S; Monday, Feb. 11 at 10:30 a.m. in workshop rooms 270S and 272S; and Tuesday, Feb. 12 at 11:00 a.m. in workshop room 302S. He is recognized for his informative and straight-shooting presentations and to date has trained more than 12,000 dealers in over 200 major markets on the industry's best practices.

The 2008 NADA Convention and Expo will feature more than 600 exhibitors in five halls, covering in total more than 750,000 square feet of space. The convention runs from Saturday, Feb. 9 to Tuesday, February 12 at San Francisco's Moscone Center convention facility.

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 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting 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 is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

About OVE.com

OVE.com (www.ove.com) is the largest virtual marketplace for dealer-to- dealer and commercial consignor business transactions that occur outside of physical wholesale auto auctions. OVE.com provides buyers and sellers with a secure environment in which to conduct business 24 hours a day, seven days a week. The site gives sellers the ability to remarket vehicles earlier in the remarketing cycle - and throughout the cycle - while buyers are able to see, compare and purchase vehicles without leaving their dealerships. OVE.com is part of Manheim, a wholly-owned subsidiary of Atlanta-based Cox Enterprises and the world's leading provider of automotive remarketing services. For more information, visit www.manheim.com.

About the Wholesale Institute

The Wholesale Institute (TWI) is a free, traveling workshop designed to assist a dealership in developing "Best Practices" for managing its used vehicle inventory. The workshop helps both independent and franchised dealers create step-by-step procedures for buying inventory online. The course also helps dealers eliminate the fear associated with using today's technology. A TWI workshop could be coming to a city near you. More details and the latest course schedule can always be found at www.thewholesaleinstitute.com.

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