

AutoTrader.com to Host Interactive Advertising Summits for Auto Manufacturers and Their Advertising Partners

Held on June 21 in Detroit and July 12 in Los Angeles, the events will bring together AutoTrader.com partners and customers to network and gain valuable insights from industry leaders.

ATLANTA – June 17, 2011 – AutoTrader.com will host Interactive Advertising Summits this summer: the first in Detroit, Mich. on Tuesday, June 21, the second in Los Angeles, Calif. on July 12 and a third being planned for late summer in the New York market. Themed ***“Drowning in Data, Thirsting for Knowledge,”*** the events will provide attendees with tools, insights and considerations to help them sort through the multitude of data available in the marketplace in order to make better informed marketing decisions.

“At AutoTrader.com, we work closely with our customers and advertising partners to ensure that they have the most recent and relevant information about effective online advertising, and the Interactive Advertising Summits offer another avenue for us to accomplish that goal,” said Matt McKenna, senior vice president of national accounts at AutoTrader.com. “This year, we have brought together some of the brightest minds in the industry, and we are excited about what insights and information they will share with attendees.”

Specifically designed for OEM marketing personnel, OEM advertising agency representatives, and OEM media planning and buying agencies, these one-day events will offer a forum for AutoTrader.com partners and customers to gather, network and gain valuable insights from industry thought leaders on the changing landscape of the online automotive advertising space.

At the events, Chip Perry, president and CEO of AutoTrader.com, will set the stage with a presentation on how online advertisers can sift through the multitude of available data to find what really matters, and then a distinguished roster of experts will cover topics ranging from the state of the industry to behavioral targeting and more. Presenters at the summits include Stephen Polk, president and CEO of R.L. Polk & Co.; George Magliano, senior principal automotive economist of IHS; Randy Nicolau, CEO of Demdex; and Rick Wainschel, vice president of automotive insights. The events will close with an industry panel discussion followed by a networking reception.

Attendees can expect lively discussions around how online automotive advertising can move the needle and drive brand preference. Another hot topic of the events will be centered on bolstering the effectiveness of online advertising by moving from a sales-centric perspective to a consumer-centric model.

The Detroit event will be held at the Townsend Hotel, in the suburb of Birmingham on Tuesday, June 21. The Los Angeles event will be held at the Terranea Resort in Rancho Palos Verdes, just outside of Los Angeles, on Tuesday, July 12.

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue

Book (Kbb.com) and HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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