

AutoTrader.com Launches Dealer Learning Center to Provide Dealers With Instant Access to the Latest Educational Resources

The Dealer Learning Center provides an array of educational information via video tutorials, articles, best practices, handbooks and more to help their businesses thrive.

ATLANTA, July 13, 2011 /[PRNewswire](#)/ -- AutoTrader.com today announced the launch of its new Dealer Learning Center, an online educational resource for AutoTrader.com's dealer customers, their staff and other members of the dealer community. Through this portal, dealers have access to on-demand video tutorials, topical articles, proprietary and independent research, best practices and marketing handbooks at their fingertips.

(Logo: <http://photos.prnewswire.com/prnh/20110425/CL88097LOGO>)

The Dealer Learning Center is an extension of the already-robust programs AutoTrader.com offers through its Dealer Learning team, which supports the educational needs of dealers through hands-on learning. Comprised of automotive experts with extensive dealership experience, the Dealer Learning Team aims to help dealers leverage the Internet as a tool to drive car shoppers to their showrooms as well as integrate online best practices with in-store processes to maximize operational efficiency.

As the go-to source for educational content on a variety of online marketing and research topics, the Dealer Learning Center includes information on online merchandising best practices, industry insights, video, social, mobile, chat and more. Dealers can also access the latest information regarding AutoTrader.com research studies such as the 2011 Polk Automotive Buyer Influence Study and the Northwood Dealer Walk-In Study.

"This is yet another way that AutoTrader.com is fulfilling our promise to the dealer community: We Work For You," said Chip Perry, president and CEO at AutoTrader.com. "We only win if our customers win, so we have been continually focused on ensuring that they have all the tools and resources necessary to be successful. From transforming our sales team into true advertising consultants a few years ago to creating more robust educational programs and resources, AutoTrader.com is bringing the latest information on effective online marketing and merchandising to the dealer community."

In addition to directly serving the dealer body with an array of educational resources, the Dealer Learning Center will also enable AutoTrader.com advertising consultants to enhance their interactions with their customers by providing facilitated learning that aligns with their customers' objectives.

The Dealer Learning Center can be accessed directly at www.DealerLearningCenter.com or through the AutoTrader.com "We Work for You" microsite at www.WeWorkForYou.com/Insights.

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), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. 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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