

AutoTrader.com Appoints Dan Crowe as Chief Information Officer

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AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Dan Crowe to Chief Information Officer. In his new role, Crowe will oversee all aspects of information technology including the AutoTrader.com website, enterprise applications, and all IT operations. Crowe will report directly to Sue Boehlke, Chief Enterprise Initiatives Officer.

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

"Our mission is to deploy IT solutions that deliver the best products available to our advertisers, provide an outstanding consumer experience and enable the success of AutoTrader.com's world-class sales force," said Crowe. "IT will continue to be a major catalyst to company success."

Crowe brings 19 years of IT management and business strategy consulting experience to the position, having worked with clients such as Pfizer, JP Morgan Chase, Bank of America, and Citicorp. He most recently built Verity Partners LLC, a management consultancy based in Atlanta. Prior to starting Verity Partners, Crowe was a partner at Deloitte Consulting, and an Associate Partner at Accenture. He holds both a Master of Arts degree in Business Administration and a Bachelor of Arts degree in Economics from the University of Georgia.

"Dan is a business-oriented CIO who has impressive experience in blue-chip consulting firms working with Fortune 100 companies," said Chip Perry, president and chief executive officer, AutoTrader.com. "We expect him to drive our IT capability to the next level, so we can continue providing the best value proposition in automotive advertising."

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 Autosshopper.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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