

## **AutoTrader.com and Northwood University Look to Expose the Myths of the Sales Process During the 2009 NADA Convention**

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ATLANTA, Jan. 23 /PRNewswire/ -- [AutoTrader.com](http://www.AutoTrader.com) and Northwood University will help dealers identify the industry myths about online automotive marketing and explain how to most effectively use the Internet to help boost sales this week at the 92nd annual National Automobile Dealers Association (NADA) Convention and Expo in [New Orleans](#).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO> )

Attendees to the NADA convention will have three chances to see the seminar - entitled "Exposing the Myths of Automotive Internet Sales" - as it will be presented twice on Sunday, January 25, and once on Monday, January 26. Howard Polirer, director of industry relations for AutoTrader.com, and Joe Lescota, chair of automotive marketing at Northwood University, will lead the seminar. Together, they bring more than 55 years experience in the automotive industry, have given hundreds of speeches and presentations on this topic and are frequently quoted in the media on automotive and Internet marketing trends.

"The Internet is rapidly becoming the top source of showroom traffic, making it vital for dealers that they maximize the effectiveness of their online advertising," said Polirer. "Better understanding how that traffic is driven into the showroom, and how to turn those shoppers into buyers, will help dealers in managing these difficult economic times."

In addition to helping to dispel dealers' fears around utilizing the Internet, the session also will provide a comprehensive approach to marketing, merchandising and in-store processes, teaching dealers about prospective buyers' entire purchase-decision cycle. The workshop will demonstrate how to maximize the effectiveness of online advertising and provide revealing insights and proven techniques to convert online vehicle shoppers into in-store prospects and prospects into buyers.

The sessions will be held:

- Sunday, January 25th 11:00 AM., Room 221
- Sunday, January 25th 3:30 PM., Room 231 & 232
- Monday, January 26th 10:30 AM., Room 231 & 232

In addition to co-hosting this seminar, AutoTrader.com also be exhibiting at the convention in booth No. 721 in Hall B.

### About AutoTrader.com

AutoTrader.com, launched in 1998 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location almost 4 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 14 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](http://www.autotrader.com).

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