

## **Free NADA University Webinar on Sept. 22 Will Show Dealers How to Engage Consumers Using Social Media, Video, Chat and Mobile**

**AutoTrader.com Director of Industry Relations Howard Polirer will Offer Insights and Share Techniques for how Dealers can Successfully Leverage Emerging Online Platforms.**

**Atlanta** – September 20, 2010 – Technology, the economy and society are all changing at breakneck speeds, and dealerships must keep pace to stay competitive and relevant. New platforms like social media, video, live chat and mobile technologies can help dealerships keep car shoppers actively engaged.

Dealers from across the country have the opportunity to join one of the industry's top experts, Howard Polirer, director of industry relations at AutoTrader.com, for a live webinar that will cover emerging business practices and these new marketing platforms that today's consumers have come to embrace. Hosted by NADA University, this free session will provide dealers with the information they need to effectively use social media, video, chat and mobile technologies. The webinar will take place on Wednesday, Sept. 22, 2010 at 1:00 p.m. Eastern time.

During the session, "Leveraging New Platforms to Engage Consumers: Social Media, Video, Chat and Mobile," Polirer will share insights and techniques for how dealers can use these new online platforms to keep car shoppers actively engaged with the dealership and auto brand and ultimately turn them into actual buyers. In particular, Polirer will:

- Identify facts, myths and realities about social media and the implications for businesses;
- Establish guidelines for dealerships to manage their reputations in the online space;
- Help dealers understand how a "culture of real-time" has created a demand for live chat and mobile web applications.

Polirer brings over 30 years of experience in the retail automotive business and has a wide range of dealer expertise. As one of the nation's leading Internet automotive educators, he has delivered programs for a wide breadth of OEMs and has spoken and conducted workshops at conventions and conferences for national, state and local dealer associations. His presentations cover what's happening in the industry, today's automotive consumer, emerging trends and what's new with advertising and marketing on the Internet.

"The technological evolution has affected every area of modern consumers' lives, from how they connect with each other to how they approach the shopping and buying processes," said Polirer. "Keeping up with the rapid pace of technological change is necessary for dealers who want to stay competitive and relevant, and I am looking forward to sharing my experience, expertise and perspective on how they can do just that."

This educational session is offered at no cost to participants through NADA University's **MarketINSIGHT** mini-webinar series. For more information on the Sept. 22 webinar, please visit [www.NADAuniversity.com](http://www.NADAuniversity.com).

To register, please visit <https://nada.webex.com/nada/onstage/g.php?t=a&d=489677736>

#### **About AutoTrader.com**

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading 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.

AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to view vehicles for sale, research and compare vehicles, review pricing and specials, and read auto-related content like buying and selling tips, auto maintenance tips and coverage of major auto shows and automotive trends.

Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improve 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 and the private equity firm Providence Equity Partners are also investors. For more information, please visit [www.autotrader.com](http://www.autotrader.com).

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