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Cox Automotive Offers Powerful Online to In-Store Digital Retailing Solution

ATLANTA, March 23, 2016 –[Cox Automotive™](#) today announced it is bringing together Dealertrack® and Dealer.com® with MakeMyDeal®, the innovative online deal-making platform, to deliver a powerful and comprehensive Digital Retailing solution. The combination of these products will allow consumers and retailers to safely and securely start and agree to deal terms online, then smoothly transition to in-store to finalize the deal and deliver the vehicle.

The Digital Retailing solution integrates MakeMyDeal into Dealertrack's secure credit application and its Sales and F&I portal. This enhancement will allow consumers to quickly, easily and securely submit a credit application through the dealership's website after coming to agreement on the terms of a deal. Dealership personnel can then work the deal in-store through the Dealertrack Sales and F&I portal, the Digital Retailing Showroom app, and with CRMs, such as the VINSolutions CRM.

“Dealers will benefit by giving shoppers a more robust online to in-store experience, all while maintaining control of the deal and improving upon their workflow efficiencies,” said Mike Burgiss, vice president, Digital Retailing, Cox Automotive. “Our vision is to enable the success of retailers in the evolution from digital marketing to digital deal-making, and onto the ultimate stage – the digital transaction.”

MakeMyDeal will also be incorporated into the Dealer.com Websites solution as part of several enhancements to be announced soon, that will make the website experience more engaging, secure and efficient.

Available beginning April 1, dealers will be able to view demonstrations of the integrated solutions at the Dealertrack and Dealer.com booth at the National Automotive Dealers Association Convention & Exposition (NADA 2016), March 31-April 3, 2016, in Las Vegas (Booth #1124C). [Please visit us online](#) to schedule a demonstration and add Digital Retailing to your dealership's website.

About Cox Automotive

Cox Automotive, Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, software, financial, wholesale and e-commerce solutions for consumers, dealers, manufacturers and the overall automotive ecosystem.



worldwide. Committed to open choice and dedicated to strong partnerships, the Cox Automotive family includes Autotrader®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has nearly 30,000 team members in more than 200 locations and is partner to more than 40,000 auto dealers, as well as most major automobile manufacturers, while engaging U.S. consumer car buyers with the most recognized media brands in the industry. Cox Automotive is a subsidiary of Cox Enterprises, Inc., an Atlanta-based company with revenues of \$18 billion and approximately 55,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit www.coxautoinc.com.

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