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## **Dealertrack DMS Announces First-Ever DMS Edge Event Series**

**Salt Lake City, Utah, September 12, 2017** – [Dealertrack DMS](#), a Cox Automotive brand, will host DMS Edge, its first annual user event series from September 19-22, 2017 that brings on-demand training and dealership management systems (DMS) best practices right to the dealer online. DMS Edge will serve as both an educational and engagement platform for current Dealertrack DMS dealers to better understand core technology and directly interact with Dealertrack and Cox Automotive leaders to maximize the potential of their DMS.

The first of its kind virtual event will be a free, 4-day series starting on September 19. More than 15 presentations and workshop sessions on key DMS topics will be offered to expand DMS user knowledge and utilization to ultimately optimize dealership processes.

“Our dealer partners communicate loudly and clearly that they need and want a better understanding of their DMS capabilities,” said Paul Whitworth, Senior Vice President, DMS & Fixed Operations, Cox Automotive. “Through DMS Edge, we honor our commitment to further educate, engage with, and empower our DMS client base.”

The DMS Edge experience will also come to life exclusively for Dealertrack DMS users on November 11-12, 2017 in Atlanta. This separate, two-day in-person event kicks-off with keynotes from the Dealertrack DMS leadership team, and will feature instructive courses based by role (G/L, business office, and management). While the DMS Edge live, virtual training sessions in September are free, there is a registration fee for the in-person Atlanta event of \$395 per person,. There is a group discount of \$250 per person for groups of five or more. Space will be limited for the live DMS Edge event.

“The DMS Edge series creates a one-of-kind experience to connect with and help our dealers innovate and grow their business by unlocking and expanding the power of their DMS,” said Candy Lucey, Sr. Director Marketing for Dealertrack DMS. “We are always looking for open, honest questions and feedback from our clients on how to make the DMS experience better, and these sessions will provide the perfect opportunity for those interactions.”

Keynote speakers for both the virtual and in-person events include Dealertrack DMS and Cox Automotive leaders Paul Whitworth and Jim Roche, Division Vice President of Marketing & Managed Services, [Xtime](#) (a Cox Automotive brand). The event series will also feature an intimate dealer panel discussing current challenges and opportunities with DMS utilization.

For more information about DMS Edge, and to register for the virtual event, please visit [DMSEdge.com](http://DMSEdge.com).

### **About Dealertrack**

Dealertrack is the leading provider of digital solutions to the automotive retail industry. Whether you're a dealer, a lender, a manufacturer, or a state agency, our integrated and intuitive

approach to products and services makes your workflows more efficient, transparent, and profitable. From our pioneering Digital Retailing tools—bridging the gap between the online and in-store experience—to our lender network (the largest in North America) Dealertrack is the only company helping enable the transformation of auto retailing. Dealertrack is a part of Cox Automotive. For more information please visit [www.coxautoinc.com](http://www.coxautoinc.com).

### **About Cox Automotive**

Cox Automotive Inc. is transforming the way the world buys, sells and owns cars with industry-leading digital marketing, financial, retail and wholesale 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<sup>®</sup>, [Dealer.com](http://Dealer.com)<sup>®</sup>, Dealertrack<sup>®</sup>, Kelley Blue Book<sup>®</sup>, Manheim<sup>®</sup>, NextGear Capital<sup>®</sup>, vAuto<sup>®</sup>, Xtime<sup>®</sup> and a host of other brands. The global company has 32,000-plus 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 exceeding \$20 billion and approximately 60,000 employees. Cox Enterprises' other major operating subsidiaries include Cox Communications and Cox Media Group. For more information about Cox Automotive, visit [www.coxautoinc.com](http://www.coxautoinc.com).

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