

## **TRADER Corporation and Dealertrack Canada Introduce Digital Retailing Technologies to Improve the Car Buying Experience**

**Exclusive partnership and connected car buying platform will transform the consumer experience, while driving efficiency and increasing vehicle sales for automotive retailers across Canada**

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**Toronto, ON (February 21, 2017)** – TRADER Corporation and Dealertrack Canada are pleased to announce an exclusive partnership introducing an industry first transaction communication platform to Canadian automotive retailers. Together, both companies will bridge the gap between the online and in-store consumer experience while enabling the transformation of auto retailing through connected car buying technologies. These technologies will be available in market on April 1, 2017.

From ride sharing services to accommodation booking sites, there has been a paradigm shift in the retail industry and the seemingly instantaneous rise of brands that empower the consumer. These brands have disrupted the traditional retail shopping experience and set the new standard for the type of online convenience that is now expected by consumers.

The auto industry is now being affected by this inevitable shift towards digital retailing.

“Today’s connected car buyer expects an accelerated shopping experience that is efficient, transparent and seamless,” said Edwin Ulak, Vice President of Product at TRADER. “They want to save time at the dealership, and they want to take control and design their own shopping experience – across every aspect of the deal.”

The clear majority of the car buying journey today occurs online, while the retailer interaction time is limited at the end of the process, averaging only 2.5 days. TRADER and Dealertrack Canada will deliver a platform that enables dealers to streamline their deals and engage with consumers much earlier and at various stages in the purchase process. The partnership provides the ability to exclusively embed Dealertrack digital retailing tools into TRADER website solutions across Canada. It will facilitate deeper integration into the full website and advertising platforms providing consumers a seamless and efficient user experience and enriched workflow that is unmatched in the Canadian ad-tech space.

“This new digital shopping experience that has been evident in other retail industries is becoming the expectation for consumers in automotive retailing”, said Richard Evans, Vice President & General Manager at Dealertrack Canada. “We are excited by this partnership that will benefit both consumers and automotive retailers, providing a more efficient process for vehicle purchases in Canada.”

This partnership allows car buyers to personalize their payments, appraise their vehicle trade-in, apply for financing, and select various Finance & Insurance products. Bringing these in-store experiences online will educate and empower the consumer before they visit the dealership – and make the face-to-face sales experience more efficient for both the consumer and retailer.

### **About TRADER Corporation**

TRADER Corporation is a trusted Canadian leader in online media, managing consumer automotive marketplaces and providing dealers with digital business solutions to market and manage their inventory. The company's primary online destinations include autoTRADER.ca™, autoHEBDO.net™ and Autos.ca, driving over 13.5 million visits a month and more than 3 million mobile app downloads. Both autoTRADER.ca and autoHEBDO.net offer an extensive inventory of new and used vehicles in Canada across both desktop and mobile platforms. Partnering with global leaders such as Dealer.com and vAuto, TRADER delivers best-in-class digital web, advertising and inventory management solutions to help accelerate business performance of dealers across Canada.

For more information, visit: [go.trader.ca](http://go.trader.ca)

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### **About Cox Automotive**

Cox Automotive is a leading provider of vehicle remarketing services and digital marketing and software solutions for automotive dealers and consumers. Cox Automotive, a subsidiary of Atlanta-based Cox Enterprises includes Manheim, Autotrader, Kelley Blue Book, vAuto, NextGear Capital, and a host of global businesses and brands. Headquartered in Atlanta, Cox Automotive employs nearly 24,000 employees in over 150 locations worldwide. The company partners with more than 40,000 dealers as well as most major automobile manufacturers and touches over 67 percent of all car buyers in the U.S. with the most recognized brands in the industry. Cox Automotive unites more than 20 brands in this space, providing an end-to-end solution to transform the way people buy and sell cars every day.

### **About Cox Automotive Canada**

Headquartered in Mississauga, Ontario, Cox Automotive Canada operates nine businesses and brands including Manheim, vAuto, NextGear Capital, RMS, Dealer.com, HomeNet, VinSolutions, Xtime and Dealertrack.

### **About Dealertrack Canada**

Dealertrack Canada is headquartered in Mississauga, Ontario, Canada, and provides products and services to dealers, manufacturers and lenders that are fully integrated. From robust desking tools that enrich the in-store experience to the largest lender network in Canada connecting 8000 dealers to 60+ lenders, imaging documents and data insights, our solutions make workflows more efficient, transparent and profitable.

### **Media Inquiries**

Michelle Saraceno, Manager, Dealer Marketing Communications, TRADER Corporation  
416.784.5200 ext. 3599 [michelle.saraceno@trader.ca](mailto:michelle.saraceno@trader.ca)

Jack Sulymka, Director, Marketing & Corporate Communications, Cox Automotive Canada  
416.254.4037 [jack.sulymka@coxautoinc.com](mailto:jack.sulymka@coxautoinc.com)