

# Cox Automotive Names Brian Geitner President Of Media Solutions Group

**Proven business leader will oversee Autotrader, Kelley Blue Book and Dealer.com**

ATLANTA, Aug. 10, 2016 [/PRNewswire/](#) -- Cox Automotive, a leading provider of digital marketing, software, financial, wholesale and e-commerce solutions across the automotive industry, today announced that Brian Geitner has been named President, Media Solutions Group. As President, Geitner will oversee the company's Autotrader, Kelley Blue Book and Dealer.com business divisions and brands, leading the integration of some of Cox Automotive's most well-known and highly respected platforms. Geitner will begin his new role on August 15, reporting directly to Mark O'Neil, Chief Operating Officer of Cox Automotive. Geitner succeeds Jared Rowe, who is departing the company for a new opportunity outside of the automotive industry.

"We are thrilled to have Brian lead the Media Solutions Group and continuing to oversee the evolution of marketplace to matchmaker, positioning the businesses to bring the right buyer to the right customer through an experience that leaves both parties fulfilled," said Mark O'Neil, Chief Operating Officer at Cox Automotive.



Since 2015, Geitner was President of Financial Solutions Group at Cox Automotive responsible for the advancement of NextGear Capital, which serves more than 23,000 dealers across North America, the United Kingdom and Ireland. Under Geitner's leadership, NextGear Capital doubled in size, expanded internationally and became a powerful financing option for wholesale and independent dealers. Geitner joined Cox Automotive in 2012 as Chief Executive Officer of Dealer Service Corporation, a used vehicle floor plan company for independent dealers before becoming president of NextGear Capital.

"I couldn't be more thrilled to join the Cox Automotive Media Solutions Group, consisting of two of the strongest third-party automotive sites, Autotrader and Kelley Blue Book, which bring more than 35.8 million unique monthly visitors and reach 65 percent of all car shoppers, as well as Dealer.com, one of the leading automotive digital marketing solutions," said Geitner.

## 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®, Dealer.com®, Dealertrack®, Kelley Blue Book®, Manheim®, NextGear Capital®, vAuto®, Xtime® and a host of other brands. The global company has 33,000 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 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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