



## **Scott Oldham Joins Edmunds.com as Senior Editor of Inside Line**

*Automotive journalist Scott Oldham has joined Edmunds.com, (<http://www.edmunds.com>), the premier online resource for automotive information. Oldham serves as Senior Editor of Inside Line, the company's newest editorial publication scheduled for launch in January.*

Santa Monica, CA ([PRWEB](http://www.prweb.com)) December 20, 2004 -- Automotive journalist Scott Oldham has joined Edmunds.com, (<http://www.edmunds.com>), the premier online resource for automotive information. Oldham serves as Senior Editor of Inside Line, the company's newest editorial publication scheduled for launch in January. He reports directly to Richard Homan, Inside Line's Executive Editor.

"Scott's passionate hands-on approach and credibility within the enthusiast community are just some of the reasons we thought he was a perfect fit for Inside Line," said Homan.

Oldham has been an automotive journalist for 18 years. Most recently, he served as Editor of Sport Compact Car. Previously, he worked at European Car, Popular Hot Rodding and Popular Mechanics. Oldham has also been published in Car and Driver and the Los Angeles Times.

Additionally, Oldham is on the board of the Los Angeles-based Motor Press Guild, and has been the president of that prestigious association.

"I'm proud to join the talented group at Edmunds.com," said Oldham. "I've always been impressed with the professionalism and the vision of the organization. It's a company of big ideas, and I'm excited to be part of its growing team."

Oldham earned his BA in Journalism from Glassboro State College. He currently resides in Westchester, California with his wife and daughter.

About Edmunds.com, Inc.

Edmunds.com is the premier online resource for automotive information. Its comprehensive set of data, tools and services, including Edmunds.com True Market Value® pricing, is generated by Edmunds.com Information Solutions and is licensed to third parties. For example, the company supplies over 800,000 pages of content for the auto sections of AOL and NYTimes.com, provides weekly data to Automotive News and delivers monthly data reports to Wall Street analysts. Edmunds.com was named "best car research" site by Forbes ASAP, has been selected by consumers as the "most useful Web site" according to every J.D. Power and Associates New Autosshopper.com StudySM and was ranked first in the Survey of Car-Shopping Web Sites as reported by The Wall Street Journal. The company is headquartered in Santa Monica, Calif. and maintains a satellite office outside Detroit.

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