



Dealer Specialties Partners with Auto Mart Magazines on AutoMart.com Offers Customers Free Listings on Largest Dealer-Only Online Classified Marketplace

Virginia Beach based Auto Mart Magazines partners with Dealer Specialties Inc. of Middletown, Ohio to offer the first and largest dealer-only website: AutoMart.com

MIDDLETOWN, OH ([PRWEB](#)) December 3, 2004 -- Dealer Specialties Inc., a leader in providing automobile dealers with data collection, data distribution services, color digital photos, and descriptive used vehicle window labels, announced its partnership with AUTO MART® Magazines to support the rollout of AutoMart.com today. AutoMart.com is the first and only online classified marketplace to offer listing services exclusively for dealers and features the largest dealer-only database of pre-owned vehicles on the Web with more than 800,000 auto listings.

Dealer Specialties customers will now have their vehicle inventory displayed on AutoMart.com, as part of Dealer Specialties' included basic distribution service.

AutoMart.com launched a multi-million dollar Internet marketing campaign, ensuring competitive placement on top search engines. AutoMart.com will be integrated with Auto Mart Magazine's current publishing operations, providing an unmatched national print promotional advantage in addition to its new Internet presence. Additionally, more than 60,000 promotional pieces are displayed on Auto Mart Magazine distribution racks in high-traffic locations across the country to advertise the new Web site.

"The overall quality and depth of the data provided by Dealer Specialties is unmatched. There will be no easier way for a dealer to take full advantage of upgrade services offered by AutoMart.com than to utilize Dealer Specialties," according to Skip Dowd, vice president and regional manager for Auto Mart Magazines. "This partnership is a true win-win, not just for Auto Mart and Dealer Specialties, but for our dealership customers and the car-buying public."

Dealer Specialties, Inc., Auto Mart Magazines, and AutoMart.com are separately managed divisions of Trader Publishing Company.

About Auto Mart Magazines

AUTO MART® Magazines, a division of Trader Publishing Company, is the largest publisher of free distribution automobile magazines in the United States. Auto Mart publishes in over 90 markets and distributes 2.6 million magazines per week. Auto Mart Magazines are "dealer only," full color, inventory-based magazines focused on delivering a high volume of phone and walk-in traffic for automobile dealers. Auto Mart employs 375 local sales reps who visit dealerships weekly to assist with Auto Mart advertising.

About Dealer Specialties

Dealer Specialties, a division of Trader Publishing Company, is the nation's leading provider of data and photo collection services, descriptive used-vehicle window stickers and Internet data distribution services. Dealer Specialties has more than 750 field technicians in 48 states who service more than 10,000 automobile dealerships nationwide, handling 300,000 plus vehicles and more than 750,000 digital photos every month. Detailed vehicle data and photos are sent electronically to the dealers Web sites, and to many other popular sites. Dealer Specialties has built relationships with some of the most powerful and well-known services on the



Web, including AutoTrader.com, AutoMart.com, TraderOnline.com, The Cobalt Group, AutoByTel, Cars.com, as well as most auto manufacturer Web sites.

Media Contacts:

Terry Kelley

The Meridian Group

800-294-3840

terry@themeridiangroup.com

George Nenni

Vice President, General Manager

Dealer Specialties, Inc.

E-mail: ds.ohio@getauto.com

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**Contact Information****Jaclyn Bailey**

THE MERIDIAN GROUP

1-800-294-3840

Online Web 2.0 Version

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