



Cox  
AUTOMOTIVE™

# LEVERAGING OUR STRENGTHS

Having brought a suite of strongly related subsidiaries together under the new Cox Automotive banner in 2014, the company spent 2015 tuning its engines for maximum performance even while continuing to add parts.



“In 2015, we saw the first glimpses of just what the integrated portfolio of companies within Cox Automotive can accomplish. With the addition of Dealertrack Technologies, we’re on course to meet our goal of completely transforming the car-buying experience, from one end of the value chain to the other. We’ll only be able to accomplish this by taking care of our team members, who do a great job of taking care of our clients.” — **SANDY SCHWARTZ, COX AUTOMOTIVE PRESIDENT**

Formed in 2014, Cox Automotive is well positioned to lead in its five core areas: North America auctions, financial services, media, international and software. The software area got a major boost with the \$4 billion acquisition of Dealertrack Technologies. Installing Dealertrack under the hood of the parent company brought more than 4,500 new employees into what is now an organization of almost 30,000.

## A NEW DEAL

Cox Automotive’s vision is to change the way the world buys, sells and owns automobiles. That’s a tall order! To make it possible, Cox Automotive brings together companies from across the automotive ecosystem into one team. Acquiring Dealertrack was an important next step in the strategy, enabling Cox Automotive to play a role in every phase of an automotive transaction.

Dealertrack, which brought complementary capabilities to Cox Automotive such as finance and insurance and dealer management, had little overlap with what Cox Automotive already offered. Not only that, it was also a strong business and cultural fit. Once the transaction was blessed by regulators and fully executed, Cox Automotive’s PIT (Propel, Integrate, Transform) Crew began the process of helping the companies work together.

## PEDAL TO THE METAL

For the second year in a row, Manheim and NextGear Capital delivered strong performances for the growing Cox Automotive business, including double-digit revenue gains compared to last year. Manheim capitalized on a strong wholesale vehicle market, strengthening and expanding its relationships with large commercial sellers. The business also increased its focus on local dealers to deliver a great client experience, both online and at the auction sites, and made important strides toward executing its long-term goals.

The growth NextGear Capital has experienced is attributed to both an emphasis on innovation and solid relationships with industry and auction partners such as Manheim. By offering flexible lines of credit to increase dealer buying power, NextGear Capital has solidified its positioning as the industry’s leading comprehensive provider of inventory finance solutions. At the same time, NextGear Capital has focused on increasing its visibility with dealers, positioning the company as a thought leader within the auto financing industry, ensuring NextGear Capital remains top-of-mind for dealers and capturing a sizable share of the domestic market. International expansion is on the rise with the continued growth of its U.K. market, as well as the establishment of teams in Canada and the Republic of Ireland within the past year.



### EMPLOYEE VOICES BEST MEMORIES OF 2015

The Kelley Blue Book quality assurance team put a “Fans in the Stands” team together to attend the Special Olympics World Games that took place in Los Angeles last summer. Seeing the athletes overcome their struggles to achieve something great and get so much joy out of the events was a once-in-a-lifetime experience.

**HEATHER FENNER**  
Kelley Blue Book  
Irvine, Calif.

My wife and I spent two weeks in Sweden, mostly in the beautiful city of Stockholm. As I walked the “Old Town” streets in the early morning before the rest of the tourists got up, you felt like you were on a movie studio back lot. But then it sinks in — you’re walking in streets that are hundreds of years old. The living history in Sweden is amazing.

**ROY SORENSON**  
Manheim  
Hayward, Calif.