



Renowned Social Media Strategist/Blogger Jeremiah Owyang to Keynote DrivingSales Executive Summit

Owyang Joins Line-up Focused on Innovating Dealership Profit Centers in Recovery Economy

Salt Lake City, Utah – August 18, 2010 – DrivingSales.com (www.drivingsales.com), the automotive industry’s largest car dealer social network, today announced that renowned social media analyst, blogger and web strategist Jeremiah Owyang will keynote the second annual DrivingSales Executive Summit (DSES) presented with WardsAuto.com scheduled for October 18th through 20th, 2010 at the Encore Wynn Las Vegas.

“Jeremiah is renowned for his passion for helping companies communicate with the web and for his innovative and trail-blazing approach to social media – and the web in general,” said DrivingSales CEO and Founder Jared Hamilton. “He knows how to make new media relevant and actionable for businesses. His focus on integrating customer/community needs, business objectives, and technology is particularly relevant to the goal of the summit, which is to leverage innovative practices and technology to enhance dealership profit centers.”

Owyang is currently a partner at Altimeter Group, which provides thought leadership, research, and consulting on digital strategies. He is author of the popular blog Web Strategy, which focuses on how corporations connect with their customers using web technologies. Web Strategy is read by 70,000 unique visitors monthly, ranked 27th in Ad Age’s “Power 150” top blogs, and is one of the top 1,000 globally, according to Technorati. A former industry analyst who is sought after for his commentary, Owyang writes a regular column for the Forbes CMO network, has appeared on Bloomberg TV, and is quoted in the Wall Street Journal, The New York Times, USA Today, Associated Press and other technology and business-related publications. He was featured in the 2009 “Who’s Who” in the Silicon Valley Business Journal. As a speaker he has keynoted the Internet Strategy Forum, Web 2.0 Expo, SXSW, among others.

The DrivingSales Executive Summit presented with WardsAuto.com is a uniquely collaborative event modeled after the best practices sharing among dealership professionals on DrivingSales.com. The event brings together the most successful and innovative dealers in the country, along with world-renowned speakers, all to focus on dealership innovations and profitability. Unlike other automotive industry events, the

DrivingSales Executive Summit is 100% dealer driven and designed specifically for the most progressive dealer principals and dealership executives in the industry.

The DrivingSales Executive Summit will be held at the Encore Ballroom, in the Encore Wynn Las Vegas, October 18th through October 20th, 2010. For more information about the conference, visit: DrivingSalesExecutiveSummit.com or contact dses@drivingsales.com. Follow conference news as it develops on www.twitter.com/drivingsales using #DSES and on facebook.com/drivingsales.

About DrivingSales.com

DrivingSales.com (www.drivingsales.com) is the largest car dealer social network where thousands of dealership professionals collaborate and share best practices in a 20-group-style setting. The site is the industry's largest source of free dealership best practices information.

At DrivingSales, members create profiles, network with each other and share best practices. Dealership managers are allowed to rate and review their dealership vendors in a verified setting. DrivingSales hosts the largest retail-focused community of automotive blogs, videos, interviews, social automotive news feeds and more.

DrivingSales was created and built from the ground up in 2003 by Jared Hamilton, a third generation auto dealer, as a private automotive business community to network his NADA Dealer Candidate Academy class. The site opened nationally in 2008 and is the industry's leading automotive social media custom platform. DrivingSales was named one of ten social media gambits for 2009 by Automotive News and one of the Top 10 Companies to Watch by Auto Success Magazine.

DrivingSales Executive Summit Media Relations:

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