Autotrader

DealerSite
Login



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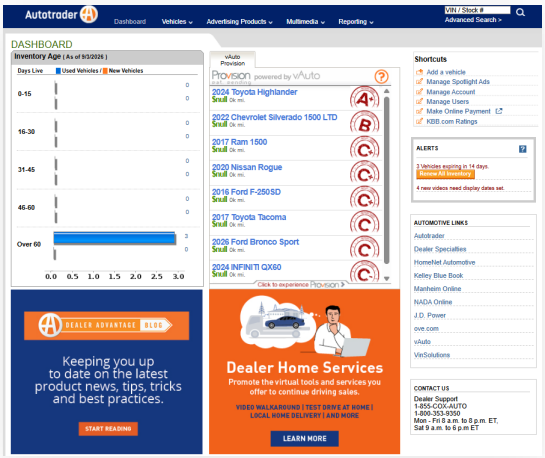
SETTING UP DEALER PROFILE GUIDE ON AUTOTRADER.COM

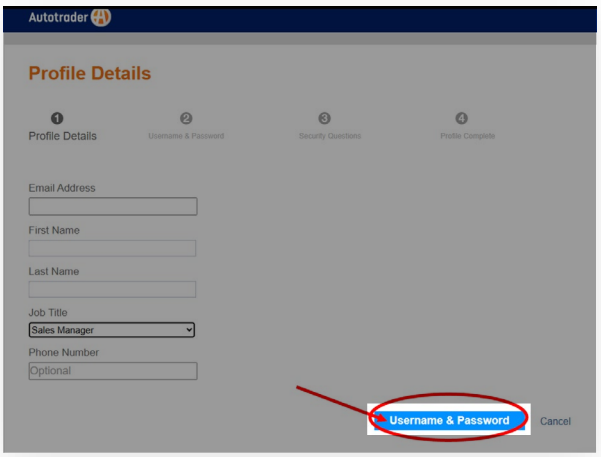


This guide provides a comprehensive walkthrough for dealership administrators to set up a new user profile and complete the registration process. Learn how to efficiently manage account access and ensure additional users can successfully activate their profiles. Additionally, this guide will showcase how to manage Spotlights, a key inventory enhancement tool.

If at any point during the setup process you need assistance, please reach out to our AT/KBB Dealer Support Team: 1-855-Cox-Auto (1-855-353-9350).

Creating Your New Profile in Autotrader Dealer Site

STEP 1

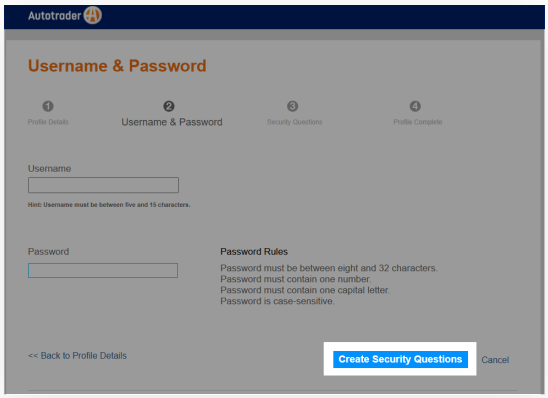


1. Once you click on the invitation link, you will be directed to create your profile in the Autotrader Dealer Site.

2. On this screen, you can verify your email address, enter your first and last name, and your Job Title. Entering your phone number is optional.

3. Once you have entered your information, click “Username & Password”.

STEP 2



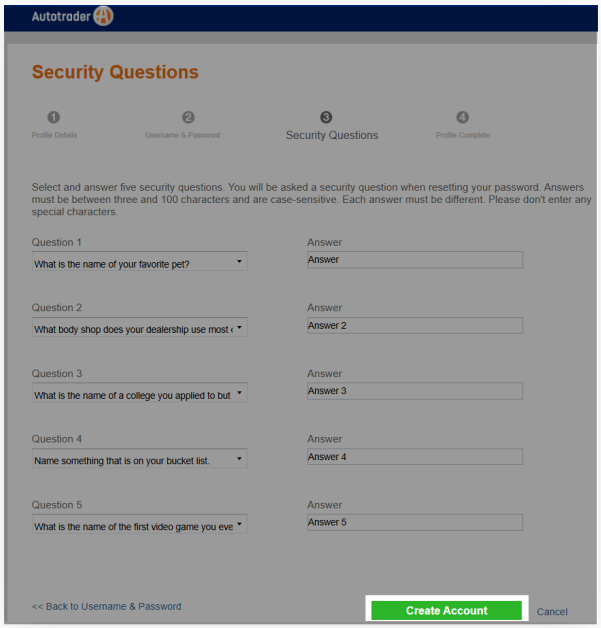
1

Enter the details that will be used to sign in to the Autotrader Dealer Site backend. This is the username and password you will need to attach this solution to your Bridge ID account, which will be connected in the coming days.

2

Once completed, click "Create Security Questions" to continue.

STEP 3



1

Complete the questions set in place as an account security method.

2

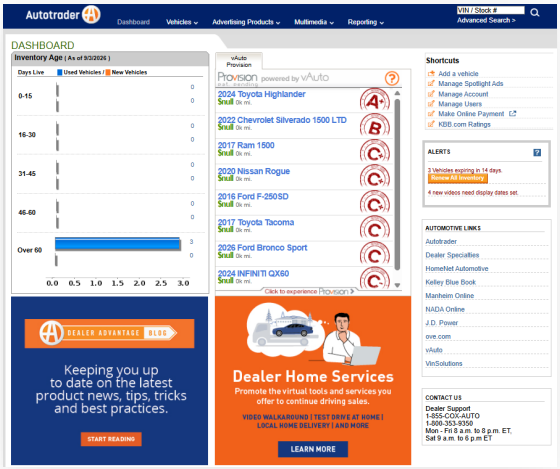
Once completed, click "Create Account" to finish the process.

3

Congratulations! You now have completed account access. Please store this information in a safe location.

ADDING NEW USERS TO AUTOTRADER DEALER SITE

STEP 1



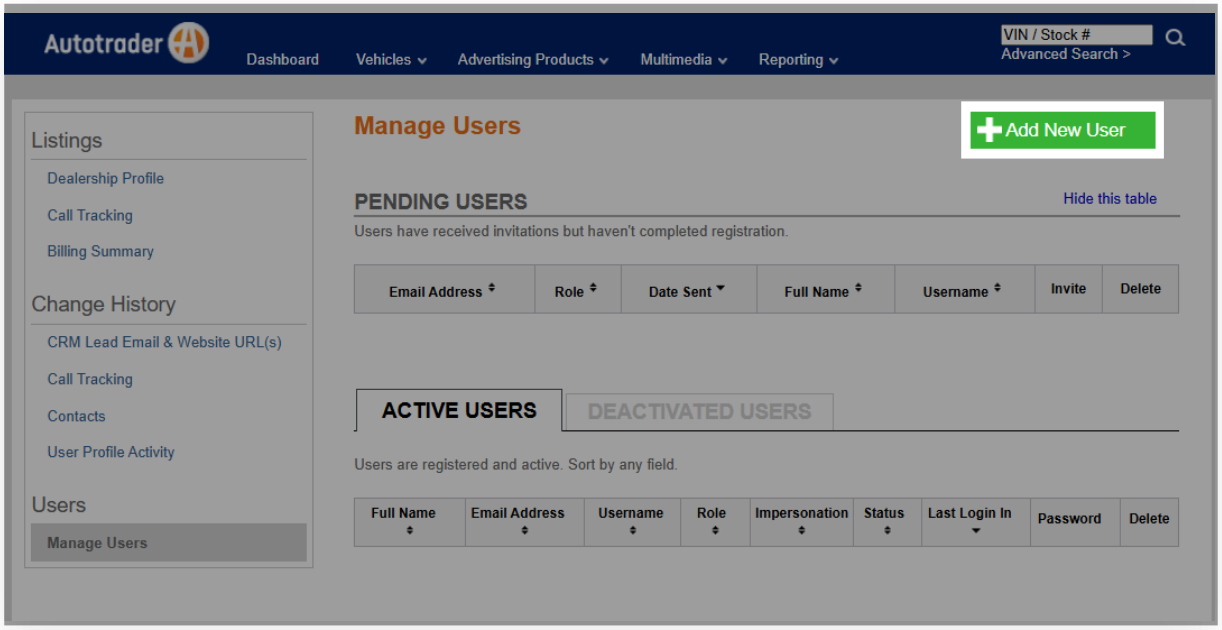
1

Navigate to http://dealers.autotrader.com in your web browser.

2

Click "Manage Users"

STEP 2



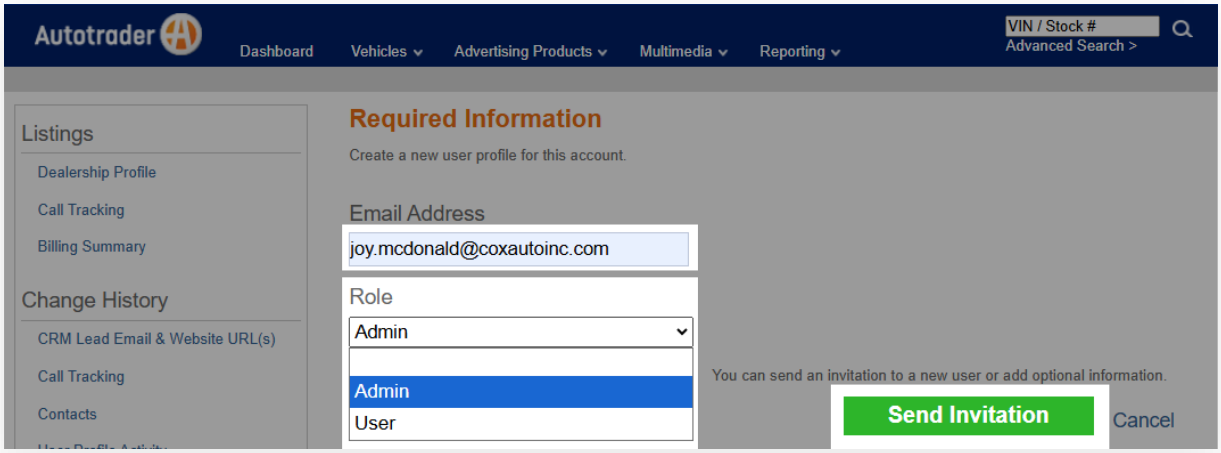
1

From this page, you can see the current users under the account or any deactivated users from the past.

2

Click "Add New User"

STEP 3



1

Enter the email address of the user and whether they will have Admin (editing) or User (viewing) access under Role.

2

Click “Send Invitation"

STEP 4

1

You will see a confirmation that the invitation has been emailed to the user.

