

AutoConversion Forms Media Relationship with CarGurus to Help Promote the Inaugural Navigate '19 Conference

NAPERVILLE, IL USA (October 4, 2019) AutoConversion, a live and on-demand video blogging and podcasting network for automotive dealers and vendors, today announces a new relationship with CarGurus to help promote the inaugural 2019 'Navigate' Conference to be held at the Hynes Convention Center in Boston, Massachusetts October 22 & 23, 2019.

Navigate is a first-of-its-kind automotive event that is designed to educate attendees on solutions to major challenges that dealerships face today, including areas like digital marketing, strategy, and leadership. The agenda is filled with engaging sessions and panels ranging from business growth to innovation and will include keynotes from two of today's most prominent entrepreneurs: Guy Kawasaki and Daymond John.

For more information about the conference, see the press release: [CarGurus to Launch Premier Automotive Retail and Digital Marketing Event](#).

AutoConversion will promote the conference on its mobility tech and connectivity blog [AutoConverse.com](#) and on the [AutoConverse Podcast](#). And as a perk for AutoConversion Members, CarGurus is offering a **\$300 discount** when the **promo code AUTOCONVERSION** is used to register. This is a 43% discount off the listed price of tickets.

Additionally, AutoConversion CEO Ryan Gerardi is slated to lead a panel discussion with Carvana VP of Strategic Partnerships Jeff Miller; Rodaster, COO Rudi Thun; and Clearshift Founder Jeff VanderWal on Tuesday October 22nd. Likewise, CarGurus Head of B2B Marketing Ashley Karr is scheduled to appear on AutoConversion's Mobility Tech & Connectivity Show on Wednesday October 9th to provide an overview of the conference.

"CarGurus is excited that AutoConversion is helping us promote our inaugural Navigate conference because they offer dealers a refreshing and objective perspective about products and companies in the auto industry and that aligns with our conference's inspiring and educational agenda," says Karr.

To enjoy AutoConversion's coverage of the conference, visit www.autoconverse.com, and the podcast at www.autoconverse.com/podcast.

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