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## **NADA Used Car Guide Names Auto Industry Expert Jonathan Banks Senior Director, Editorial and Data Services**

McLean, Va -- (November 2, 2009) NADA Used Car Guide (NADA) has named Jonathan Banks as its new senior director of editorial and data services. He joins the NADA staff today.

Banks will manage NADA's data and editorial services, assuming primary responsibility for the accuracy of NADA's used-vehicle valuations. He will provide NADA's customers with market outlook guidance based on comprehensive data collection and auto industry analysis to help them plan their business operations.

Banks will also serve as the company's primary industry and media spokesperson.

"We're delighted that someone with such outstanding credentials and market knowledge as Jonathan will join our team in a high-visibility role," said Mike Stanton, vice president and chief operating officer NADA Used Car Guide.

"His expert insight into industry trends and conditions, both short- and long-term, will help us to provide an even higher level of service to our customers," added Stanton.

Banks brings a wealth of automotive industry and market analysis experience from his 13 years as a senior director and manager at Automotive Lease Guide (ALG).

At ALG, he helped establish a series of successful initiatives to improve and streamline used-vehicle marketing and pricing data, working closely with dealer groups, OEMs and other clients to provide relevant market information tailored to their business needs.

Banks also provided guidance on over 70 percent of new-vehicle launches while at ALG, and influenced pricing and volume decisions on key vehicles such as the Chrysler 300, Chevrolet Malibu and Jaguar XF.

**About NADA Used Car Guide**

Over a 76-year history, NADA Used Car Guide has earned its reputation as the leading provider of market-reflective vehicle valuation products, services and information to businesses throughout the U.S. and worldwide. NADA's editorial team collects and analyzes over one million combined wholesale and retail automotive-related transaction prices per month. Its guidebooks, auction data, analysis, and data solutions offer automotive, financial, insurance, and government professionals the timely information and reliable solutions they need to make better business decisions. For more information, visit [www.nada.com/b2b](http://www.nada.com/b2b).

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