

Your complete guide to VAT rises from Auto Trader

Auto Trader launches one stop online shop for consumers concerned about VAT hike

London, 23 November 2010 – Auto Trader has today launched its online VAT Hub. The consumer advice portal, which extends from Autotrader.co.uk, will help shoppers stay savvy with advice on how to find the best deals and save their pennies once the January VAT rise arrives. The Auto Trader VAT Hub is designed to offer everything UK motorists need to know about the upcoming VAT increase, all in one place.

The VAT hub will contain deal round ups with the best offers to beat the VAT rise, specific details on what the VAT rise means for you and advice on how to buy a new car ahead of the rise.

Bringing larger purchases forward to avoid the VAT rise could save consumers hundreds of pounds. For example, a new car or home extension may cost around £15,000 now but after January 4th there will be nearly £400 extra to pay. In recent research from Auto Trader, *one quarter* of consumers recognised this and plan to bring multiple large purchases forward before the New Year.

Sue Robinson, Director, Retail Motor Industry said: “The next few weeks prior to the VAT rate increase on 4th January 2011 are an ideal time for consumers to purchase a car. Not only will consumers save the 2.5 per cent VAT increase but there are some incredible offers available on dealer forecourts.”

Auto Trader VAT Hub sponsor, SEAT is offering zero VAT on all makes and models from the launch of the VAT Hub until early 2011.

Matt Thompson, Marketing Director, Auto Trader, said: “We want to ensure consumers have everything they need at their fingertips to make an informed car purchase ahead of the January VAT hike. The VAT Hub will offer trusted and sound advice from our team of experts. The information is easy to access and available free on autotrader.co.uk.”

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Notes to editors:

- The poll was conducted by Red Shift on behalf of Auto Trader. 1,500 responses were collected in September 2010.

About Auto Trader:

Visit the new website at www.autotrader.co.uk !

AutoTrader.co.uk is the UK's no 1 motoring website, with over 10.3 million monthly unique users, who carry out over 106 million searches on new and used vehicles*. The brand is building a competitive

position across all effective channels including online, mobile and magazine. (*Source: Auto Trader Audit, January 2009).

AutoTrader.co.uk is owned by Trader Media Group, one of Europe's largest specialist multi-media groups and provider of market leading websites and their associated magazines, including Top Marques, Bike Trader, Truck & Plant Trader, Ad Trader, Motorhome and Caravan Trader, Farmers Trader – all with the largest reach in their sectors, through web visitors and magazine readership.

Trader Media Group operates in the UK, Ireland, Italy and South Africa. The Group is looking to expand on its winning formula: giving trade customers the opportunity to choose all effective channels to market; building the service and relationship with dealers and manufacturers; and strengthening its portfolio of automotive and specialist classified titles.

Trader Media Group is jointly owned by Guardian Media Group and Apax Partners.

Contact details:

Ruth Walters or Dave Turnbull
PR for Auto Trader
0207 608 4658
autotrader@hotwirepr.com