

Auto Trader introduces its revolutionary New Car site

New Car site offers UK consumers end-to-end purchasing experience

28 February 2011, London: Auto Trader, the UK's leading automotive website, mobile and magazine, today launched its exclusive New Car site for UK consumers. The site (available at www.autotrader.co.uk) will give UK consumers access to a comprehensive end-to-end new car purchasing experience, based on the expertise and knowledge of the Auto Trader team.

The service offers UK consumers independent advice and help at every stage of the buying process, from selecting the perfect car to driving it home. Research conducted by Auto Trader earlier this year showed that over half (53%) of UK car buyers would be interested in a digital new car service in the UK. Four out of five (83%) of consumers said that they were in need of more help deciding where to purchase a car. To meet all these needs, the new site will include the following key features*:

- Multi-make 'auto refresh' search capability
- Side by Side car comparison across meaningful criteria
- Ability to experience cars through brochure and test drive requests
- Expert & Owner Reviews
- Rich image galleries
- Ability to find local dealers and their latest offers

Auto Trader expects the New Car site to receive in excess of 350,000 unique users within one month of launch.

'New Car' for consumers

The New Car service will help buyers better understand what they can afford and which vehicle most suits their personal needs. They will also be offered assistance with where to purchase their perfect car and advice on how to arrange insurance and financing as necessary. The site will launch with:

- Thousands of different cars available to search and compare
- Thousands dealers involved across the UK
- All 33 major manufacturers involved

'New Car' for dealers

The site will allow dealers to tap in to a wider range of display advertising and lead generation opportunities that complement the existing used car site offering. Dealers will also benefit from the

launch of two new products, designed specifically to help target new car buyers and influence their purchasing decision:

- The new 'Regional Advertising' product offers dealers the ability to regionally target the New Car buying audience, using online regional display advertising that can also be updated regularly to promote sales and special deals
- The New Car 'Dealer Directory' contains a full list of dealership information to help consumers find and choose a local dealer who can source their new car. This allows dealers to have their information and offers presented to an audience of hot leads that are based locally; which in turn will drive quality sales responses to the dealers, through the New Car site

Tom White, Head of New Product Development at Auto Trader, comments on the launch: "Our research clearly demonstrates a gap in the UK market that no one else is filling, namely to offer consumers a full start-to-finish solution when buying a new car. Auto Trader is already the UK's leading destination for used cars and we feel the step into new cars is a natural progression for our business, making us the leading brand for buying and selling any vehicle quickly, easily and with confidence."

* See notes for further details and full features list

ENDS

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.

Notes to Editors

Details of the supporting tools that Auto Trader's New Car service launches with:

- **Budget Calculator:** Enables consumers to understand what cars they can afford by asking a few key questions on their income, their driving habits and the value of their part exchange. Output is displayed as a total and monthly budget
- **Finance Check / Approval Tool:** Provides consumers with guidance on the range of finance options and typical APRs which are likely to be available to them given their credit rating
- **Vehicle Selector:** Enables consumers to understand what cars might be appropriate for them given their budget, preferences, driving needs and lifestyle
- **Model Information & Reviews:** Extensive, comprehensive and independent aggregation of all the information the consumer might need to know about a particular model – pictures, videos, user reviews, independent expert reviews, key facts
- **Vehicle Comparison:** Enables consumers to compare the attributes of shortlisted cars in a way that suits them, including: price, cost to own, efficiency, safety, performance etc.
- **Cost Calculator:** Enables consumers to understand the full cost of owning a specific model taking into account repairs, age, mileage, their driving habits etc. Can be used for a single vehicle or could enable side by side comparison and is also applicable for both new and used vehicles
- **Car Configurator:** Enables consumers to build and price (at MSRP) their perfect car taking into account all the customisable extras (e.g. leather seats, stereo system, colour)
- **Finance & Insurance Comparison Tool:** Enables consumers to see the range of finance and insurance options that are available for the specific car that they have short listed. Quotes may also be customised based on the individuals information (e.g. credit rating, post code etc which may be automatically called up from the consumers' stored profile)
- **Dealer Selection & Directory:** Directory that enables consumers to find dealers in the appropriate region who offer the desired marquee. Dealers can pay extra for a premium listing, which would allow links through to their site, appearance at top of results listings etc.
- **My AutoTrader:** Secure service which will enable consumers to record all their previous searches and some personal information which will help to inform their purchasing decision