

THE WINNING LINEUP:

Reach and influence car buyers where it matters most with Autotrader and Kelley Blue Book



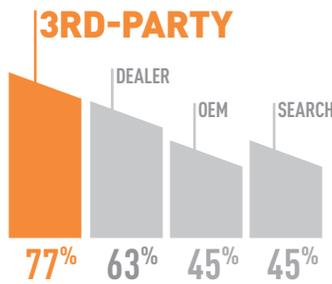
CAR BUYERS ARE SPENDING MORE TIME SHOPPING ONLINE



2015 IHS Automotive Buyer Influence Study

3RD-PARTY SITES ARE A CRITICAL PART OF THE CAR-SHOPPING EXPERIENCE

ONLINE SOURCES USED TO SHOP



77% of buyers use 3rd-party sites to shop

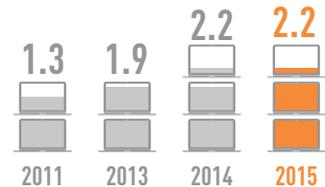
2015 IHS Automotive Buyer Influence Study



Nearly half (45%) of the time car buyers spend shopping online is on 3rd-party sites

2015 IHS Automotive Buyer Influence Study

NUMBER OF SITES VISITED



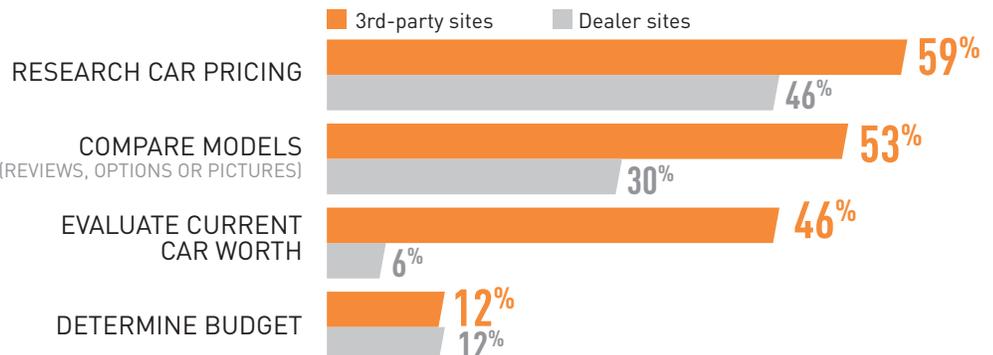
The number of 3rd-party sites visited is up from 1.3 to 2.2

2015 IHS Automotive Buyer Influence Study

BUYERS USE 3RD-PARTY SITES TO MEET A VARIETY OF SHOPPING NEEDS

Car buyers rely on 3rd-party sites more than dealership sites for major shopping needs such as finding inventory and valuation

2015 IHS Automotive Buyer Influence Study



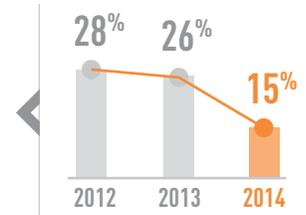
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THE TOTAL NUMBER OF BUYERS WHO SUBMIT LEADS HAS DECLINED

Only 15% of buyers who purchase from a dealership submit an online purchase request

JD Power New Autosopper Study



CONSUMERS ARE SELECTING THEIR VEHICLE AND WHO TO BUY FROM ONLINE, THEN VISITING THE DEALERSHIP

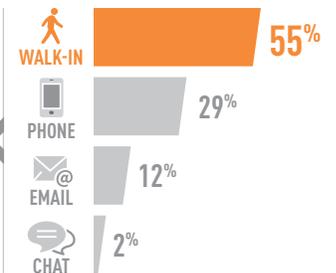
On average buyers report visiting 2.5 dealerships, but 40% say they just visited 1 dealership

2015 IHS Automotive Buyer Influence Study



55% of buyers who purchase from a dealership just show up

2015 IHS Automotive Buyer Influence Study



BE WHERE THE MOST SHOPPERS VIEW YOUR INVENTORY THE WAY THEY WANT

Autotrader and Kelley Blue Book are the most visited third-party automotive websites

comScore Media Metrix@Multi-Platform, July 2015–December 2015 based on U.S. data



Autotrader and Kelley Blue Book combined are nearly 2.5 times more effective in converting online traffic into dealership foot traffic than the next leading third-party site

2015 IHS Automotive Buyer Influence Study



Put the power of the two most influential automotive shopping sites to work for you.

AGame.Autotrader.com | B2B.KBB.com

