

64% of new car buyers^{*1} would prefer to buy from a local dealer, so we've created a local marketplace for buyers and sellers.

75% of buyers even said they would pay extra to buy from their local dealer^{*2}

1 Buyers can easily switch between new and used cars.

2 Search results display cars closest to the buyers' postcode.

3 Buyers can browse all brand-new cars available in stock today.

4 Buyers can configure their ideal brand new car.

5 Dealers can control their own pricing strategy.

Promoting a local marketplace

£23,000 Save £2,000
RRP £25,000

9 miles away from you

BRAND-NEW - IN STOCK

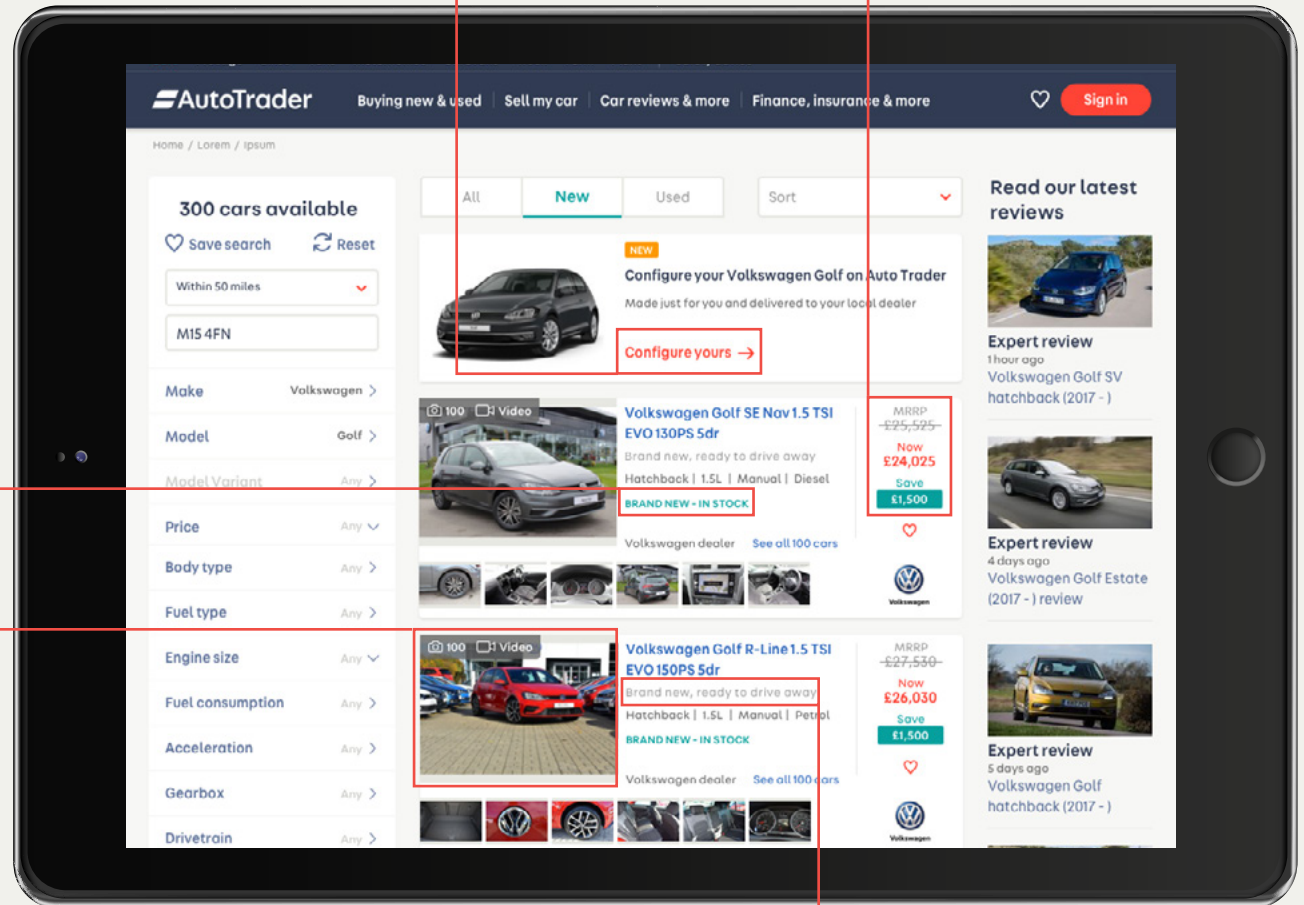
^{*1} Auto Trader market research, January 2019, from a sample of 1,006 recent new car buyers, 64% said they would prefer to buy a new car from a local dealer. ^{*2} Auto Trader market research, January 2019, from a sample of 1,006 recent new car buyers, 75% said they would pay a small amount extra to buy a brand-new car from a local dealer.

Top tips to boost your vehicles' performance in search results.

1 List all of your brand-new stock for buyers to browse.

2 Receive enquiries from buyers who configure their ideal new car.

3 Choose to display a saving on the MRRP.



4 Provide your own images, or ask us to display manufacturer imagery for vehicles you can't photograph.*1

5 Highlight key selling points and increase clicks through to your adverts with an Attention Grabber.

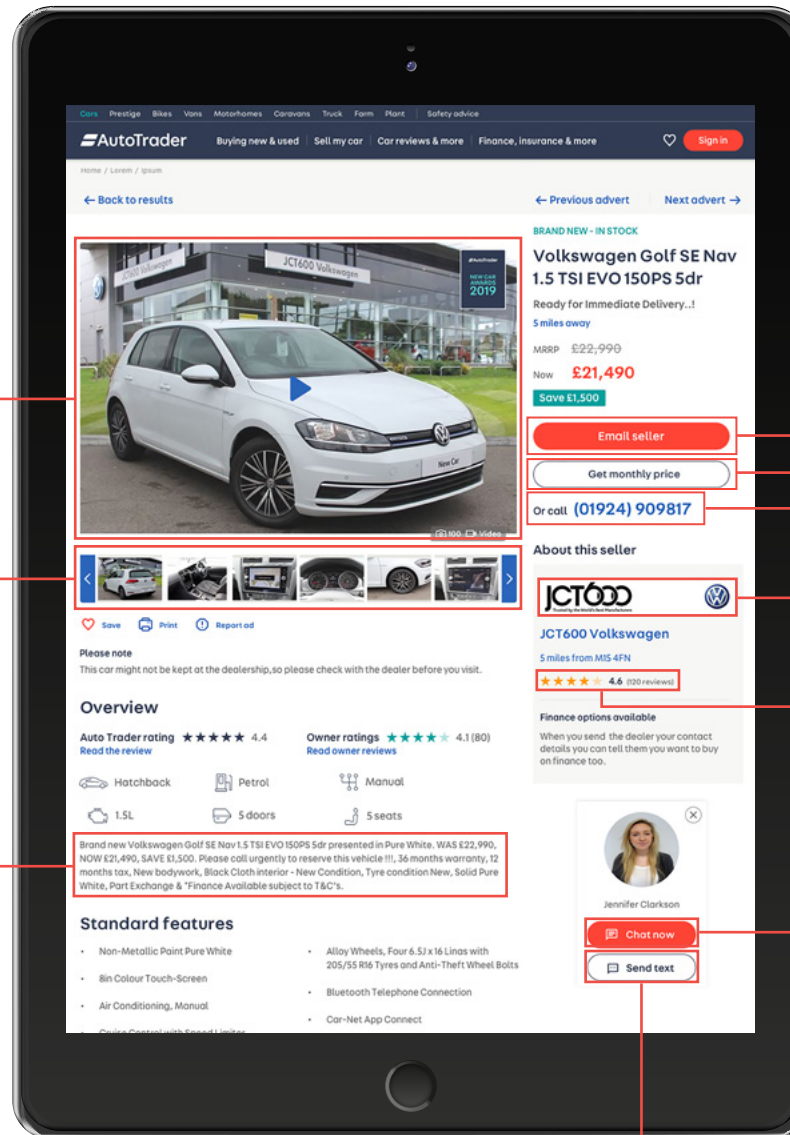
*1Available for most manufacturers. Please get in touch to discuss your options.

Top tips to help you create high performing adverts.

1 Stand out from the crowd with videos of your vehicles.*1

2 Give buyers a more detailed view with up to 100 images.

3 Editable vehicle description to promote key selling points.



4 Receive email enquiries, and contact the buyer directly.

5 Start the conversation about monthly finance options.

6 Never miss a call again, track and record buyers calls to you.

7 Showcase your brand to build trust.

8 Build trust and increase buyer confidence with dealer reviews.

9 Enable buyers to contact you via Live Chat.

10 Generate up to 10% more enquiries via Text messaging.*2