



**AUTO TRADER BRAND NEW**

# Guide to advertising Brand New vehicles

# CONTENTS

THE ESSENTIALS	3
3 WAYS TO GET YOUR BRAND NEW AND PIPELINE STOCK ADVERTISED	4
OPTIMISING YOUR ADVERTS IN AUTO TRADER DEALER PORTAL	8
3 TOP TIPS TO OPTIMISE YOUR ADVERTS	11
IMAGE OPTIONS FOR YOUR ADVERTS	12
CONTACTS	14

# 01

## THE ESSENTIALS

### What is classed as a brand new vehicle?

- The vehicle must be unregistered and must not have a vehicle registration plate (VRM) or a letter/number assigned to it
- Mileage must be provided and must be between 0-99 miles, i.e. delivery miles
- Pre-registered cars are not included in this brand new vehicle offering

### What is a pipeline vehicle?

**Pipeline stock** is stock that is in transit to your forecourt and has been assigned a VIN. The '**available**' date will be taken directly from the due-in date in your stock feed or API, if used. It can also be added or altered within Portal.

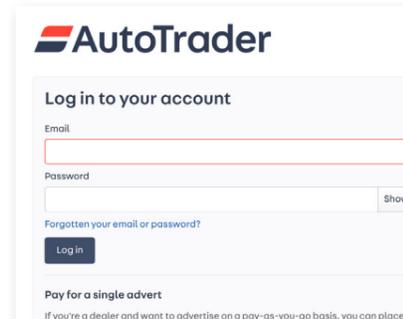
# 02

## 3 WAYS TO GET YOUR BRAND NEW AND PIPELINE STOCK ADVERTISED

To help you get your stock advertised as easily and efficiently as possible, we've created 3 flexible ways for you to send us your brand new stock.

### Option 1: Via your Auto Trader Dealer Portal

You can add brand new unregistered vehicles directly through your Auto Trader Portal account.



**AutoTrader**

Log in to your account

Email

Password

Forgotten your email or password?

Log in

Pay for a single advert

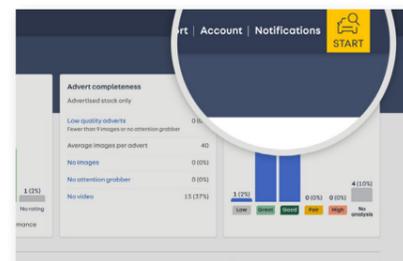
If you're a dealer and want to advertise on a pay-as-you-go basis, you can place

Log into **Dealer Portal**

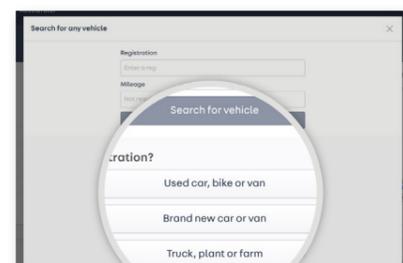
Go to [www.portal.autotrader.co.uk](http://www.portal.autotrader.co.uk) and enter your email address and password to log in.

If you've forgotten your password, click **Forgotten your email or password?** and follow the instructions shown.

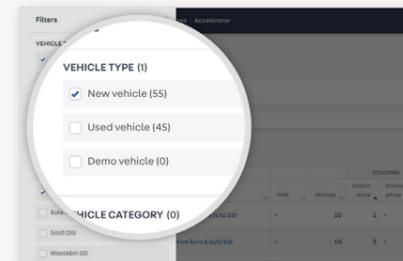
If you don't have a Portal account, or are unsure, contact us on **0345 111 0002** or email [AccountSupport@autotrader.co.uk](mailto:AccountSupport@autotrader.co.uk).



To create an advert for a brand new vehicle, click the yellow **START** icon in the top right.

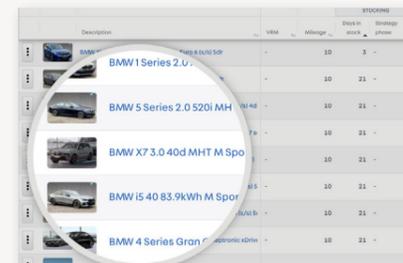


Click **Brand new car or van** and select the vehicle type.



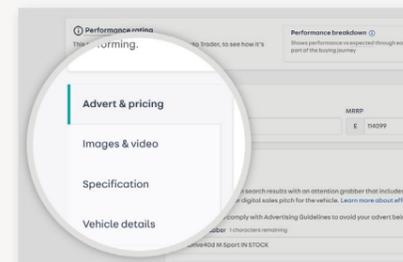
To only view your brand new vehicles, click **Filters**. In the **VEHICLE TYPE** tab, tick **New vehicle**.

Then, in the **ADVERT** tab, select **Advertised** from the **Advert status** drop down and click **Done**.



Now, you'll clearly see all the unique models you retail.

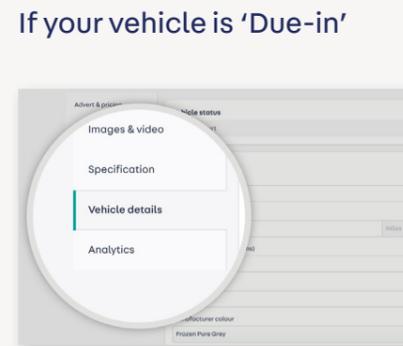
To edit any of the vehicle details, such as price, images, spec and more, simply click on the vehicle in your stock list.



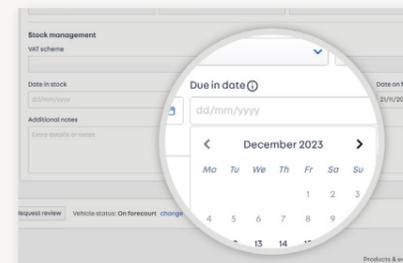
Use the tabs down the left hand side to make any changes to your advert.

We've provided some top tips on the following pages to help you optimise each aspect of your advert, for maximum performance.

If your vehicle is 'Due-in'



Go to your new vehicle and select the **Vehicle Details** tab.



Scroll down to the bottom of the page and add **Due in date**, then save.

This will only accept dates within the next 6 months.



## Option 2: Via your existing feed provider

You have two options available to you:

### Set up a new feed with your existing provider

You will need to confirm with your feed provider if they are able to create a new feed with as much of the additional data fields as possible.

Once your feed provider has confirmed their ability to do this, they should [contact us](#). We will then work with your feed provider to get your stock advertised.

### Add to your existing used car feed

If your feed provider is unable to set up a separate new feed, you can simply send your brand new stock to us via your existing used car feed. You can then optimise your brand new adverts in Auto Trader Portal.

## Option 3: Via your own feed

To send us your brand new stock via your own feed, you'll need to complete a CSV file. Please note, there are additional fields required than you may currently send us for your used vehicles.

Each row in the CSV file represents an additional new vehicle located at your specified forecourt. The forecourt location is indicated in the CSV file in the column titled **FeedID**. If you already send your used stock to us via your own data feed, you can simply use the same **FeedID**.

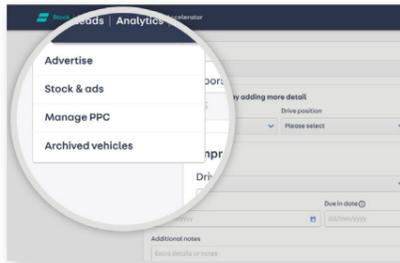
When you're ready to provide the new vehicles feed, [contact us](#) for full support to get you up and running.

Any price changes, additional vehicles, or removals, can be updated on the CSV feed file and re-uploaded.

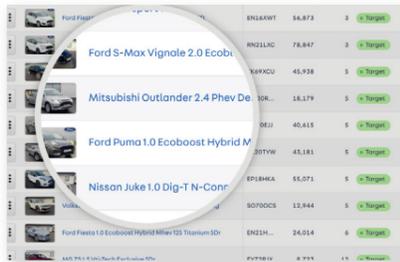
# 03

## OPTIMISING YOUR ADVERTS IN AUTO TRADER DEALER PORTAL

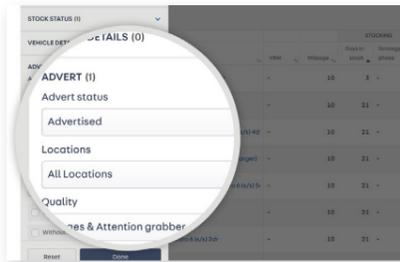
Once you've started sending your new stock to us, you can optimise your adverts in your Auto Trader Dealer Portal account, to help you stand out against your competition and bring in more buyers to your adverts.



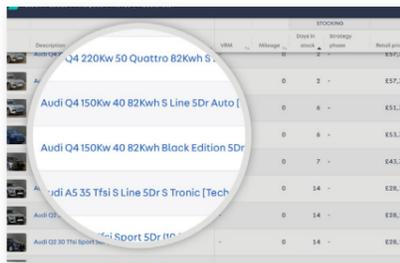
To view your stock, click the **Stock** tab, followed by **Stock & ads**.



You'll now see your full stock list of new and used vehicles, depending on your contract with us.



To only view your brand new vehicles, click **Filters**. In the **VEHICLE TYPE** tab, tick **New vehicle**. Then, in the **ADVERT** tab, select **Advertised** from the **Advert status** drop down and click **Done**.



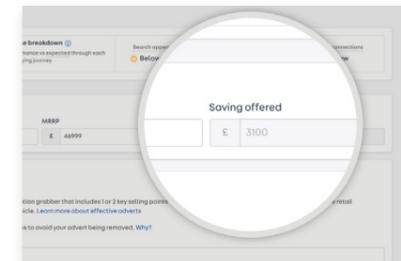
To edit any of the vehicle details, such as price, images, spec and more, simply click on the vehicle in your stock list.



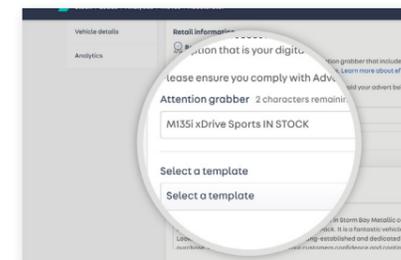


# 3 TOP TIPS TO OPTIMISE YOUR ADVERTS

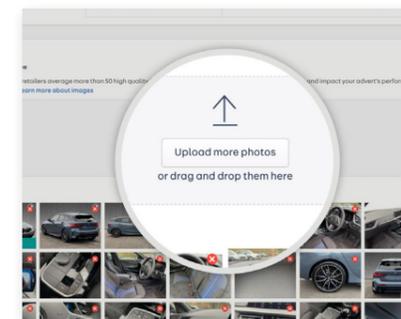
Retailers are generating thousands of leads, every week, by focusing on these best practices.



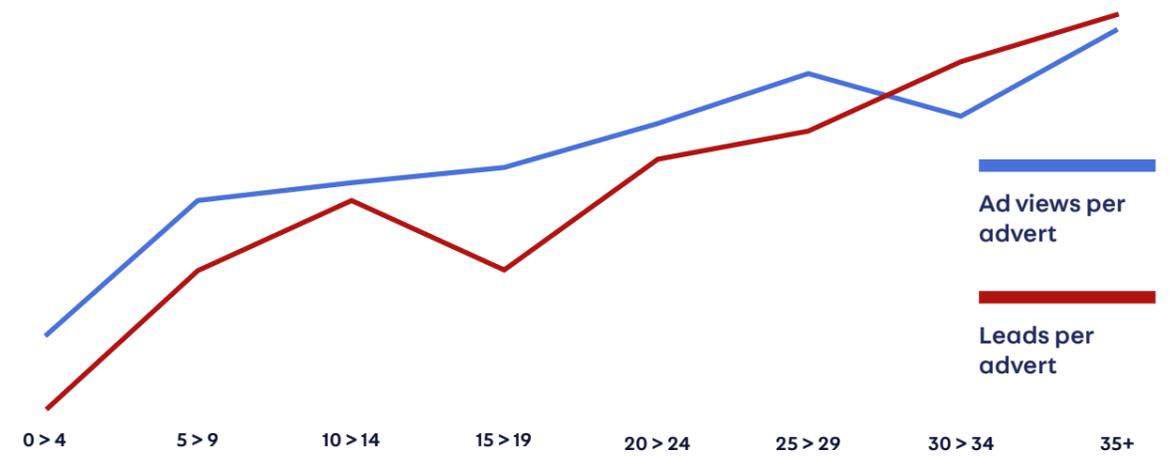
Offer a fair saving on the MRRP.  
Go to the **Advert & pricing** tab and enter a **Retail price**.  
We'll automatically display the **Saving offered** vs the **MRRP**.  
A saving of just £250 or more could dramatically improve your advert performance.



Write an **Attention grabber** to highlight key selling points to buyers in search results. Go to the **Advert & pricing** tab to enter one.



Display multiple photos of the actual vehicle (if possible).  
Go to the **Images & video** tab to add up to 100 images and a video.  
Real photos give buyers confidence the vehicle is genuinely available in stock.  
For some top tips on taking images and videos of your vehicles, [view our vehicle photography guide](#).



Number of images versus Ad views and Leads

# 04

## IMAGE OPTIONS FOR YOUR ADVERTS

### Real photos of the vehicle

To attract the most buyers possible, we recommend displaying real photos of the actual vehicle. Real photos give buyers confidence that the vehicle is genuinely available in stock.

### Manufacturer configurator images

We can apply manufacturer configurator images to most vehicles, if you're unable to photograph them.

### Your dealership

In our tests with potential buyers, images of the dealership and forecourt, where the new vehicle was being advertised, helped to give confidence to buyers, that the car is genuine and physically available right now.

### A holding image

If you're unable to provide any of the above, a holding image, specific to your dealership, is the best next option. It identifies you as the seller and provides a more professional appearance than a blank space.





## CONTACTS

### Setting up a brand new feed

[TechnicalAccountManagement@autotrader.co.uk](mailto:TechnicalAccountManagement@autotrader.co.uk)

### Technical help

[TechnicalSupport@autotrader.co.uk](mailto:TechnicalSupport@autotrader.co.uk) | 0345 111 0002

### New vehicles taskforce

[brandnew@autotrader.co.uk](mailto:brandnew@autotrader.co.uk) | 0344 3811442

