

In January

1.34 million

Average visits per day on Auto Trader¹

70

Minutes per visitor¹

54.7

Searches per second²

92.8

Ad Views per second²

More new car researchers and shoppers on Auto Trader

Despite new car registrations falling by 6.3% in January (YoY), we've seen the number of new car intenders active on our site actually grow slightly (up 0.2% against January last year). Our Q1 marketing campaign and the recent introduction of monthly price search are driving an increased audience of new car shoppers onto Auto Trader.



*based on definition on Page 2

Trending Cars on Auto Trader

Which cars have moved most places in our rankings of most searched for from last month?

- + Fiat 500 (15 places)
- + Ford S-Max (12 places)
- + Mazda Mazda3 (12 places)
- + Volkswagen Touran (12 places)
- + Mazda MX-5 (9 places)

Source: Auto Trader Data

Market Trends



Source: SMMT Data January 2017

Latest Industry News

Car sales fall in January



Government mulls changes to new driver



New this Month on Auto Trader

Helping consumers better understand



New Sponsored content partnership with Nissan



Best SUVs



New Feature: The range explained.....

Expanding model ranges cause confusion amongst car buyers. So every month during 2018 our editorial team will be addressing this for car buyers, and giving one manufacturer a new car boost, with specific editorial content explaining their model range. To complement that, there will be additional brand content, from picture galleries of their best ever concepts, to iconic models and more. We began with BMW in and followed with Ford (Click here) in February. To find out more please get in touch.

Auto Trader is the UK largest digital automotive marketplace for new and used cars. We analyse user behaviour to create insights that are personal to your brand, competitor sets and much more. If you need to know anything, research anything, learn anything, check anything, ask us. We're here to help.

Please contact the team for further trend analysis regarding your brand, models, media campaign impact or market-wide insight at: OEM.Insight@Autotrader.co.uk

¹ ComScore, December 2017; ² Auto Trader Data Warehouse January 2018

Below are the number of New Car Intenders interacting with your brand in several ways. We define a New Car Intender as someone who has viewed an advert on Auto Trader for a car under one year old.

1,057,372

New Car Intenders searching for your brand last month

1,019,623

New Car Intenders viewing adverts for your brand last month

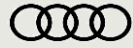
14,546

New Car Intenders reading news and reviews on your brand last month

34109

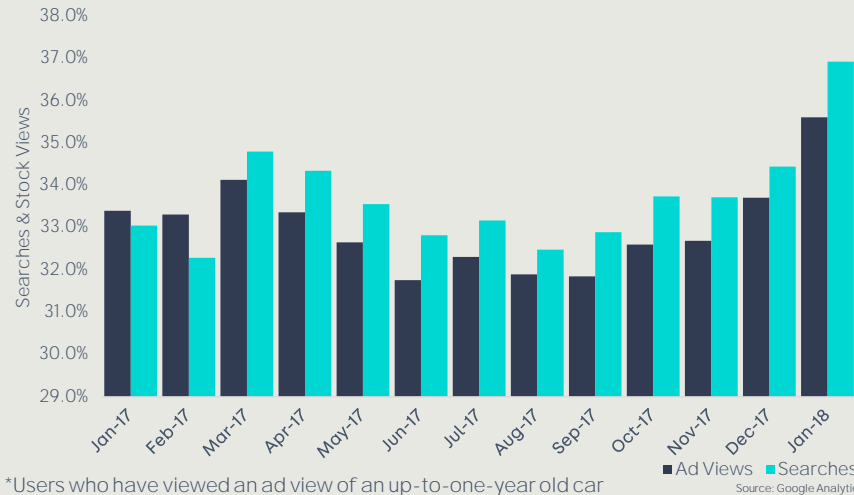
Average daily New Car Intenders searching for your brand last month

Source: Google Analytics, January 2018



New Car Searches Last Month - how does your brand compare?

Audi's share of new car viewers*



Your One to Watch this month is

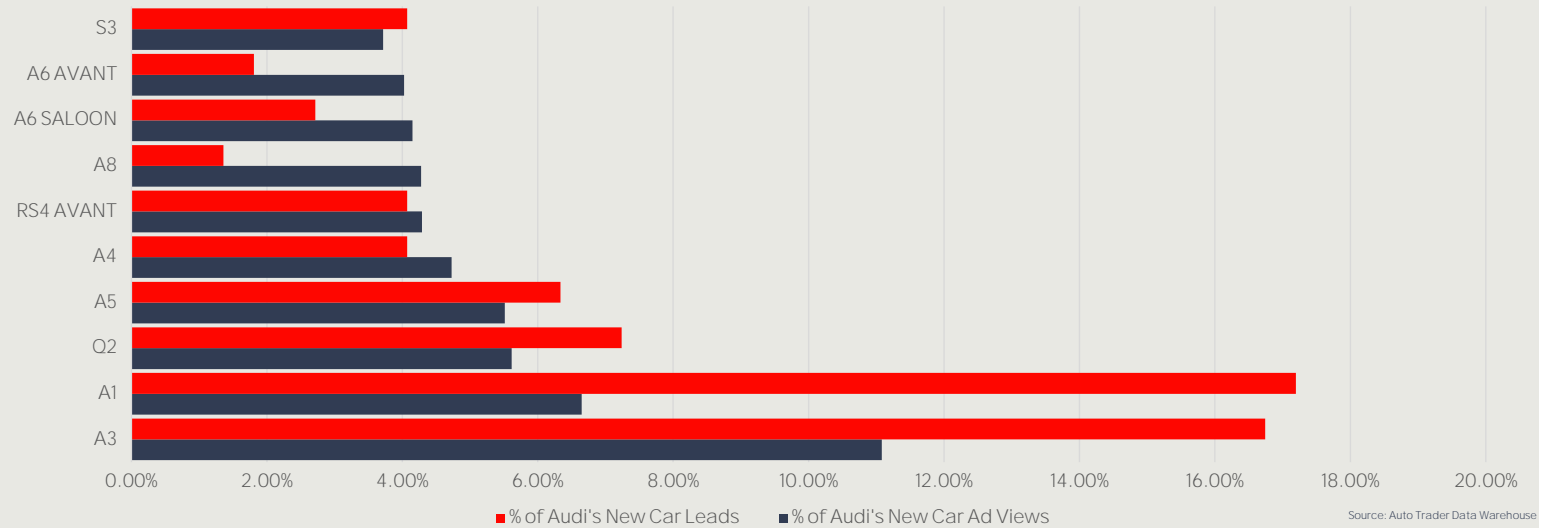
LAND ROVER RANGE ROVER VELAR

It moved up 25 places from 50 to 25 in the new car competitor set of the AUDI A3

Source: Auto Trader Data Warehouse

* based on 0-1 year old stock

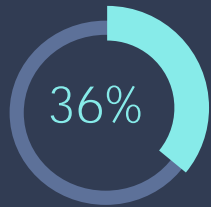
Share of your range's new car leads from Virtual Stock



Did you know?

Auto Trader is 2x more influential for new car buyers than our nearest competitor

Annual Car Buying Report 2016



of your brands stock held within the network



of your networks stock shown as approved



of your retailers with customers reviews on Auto Trader

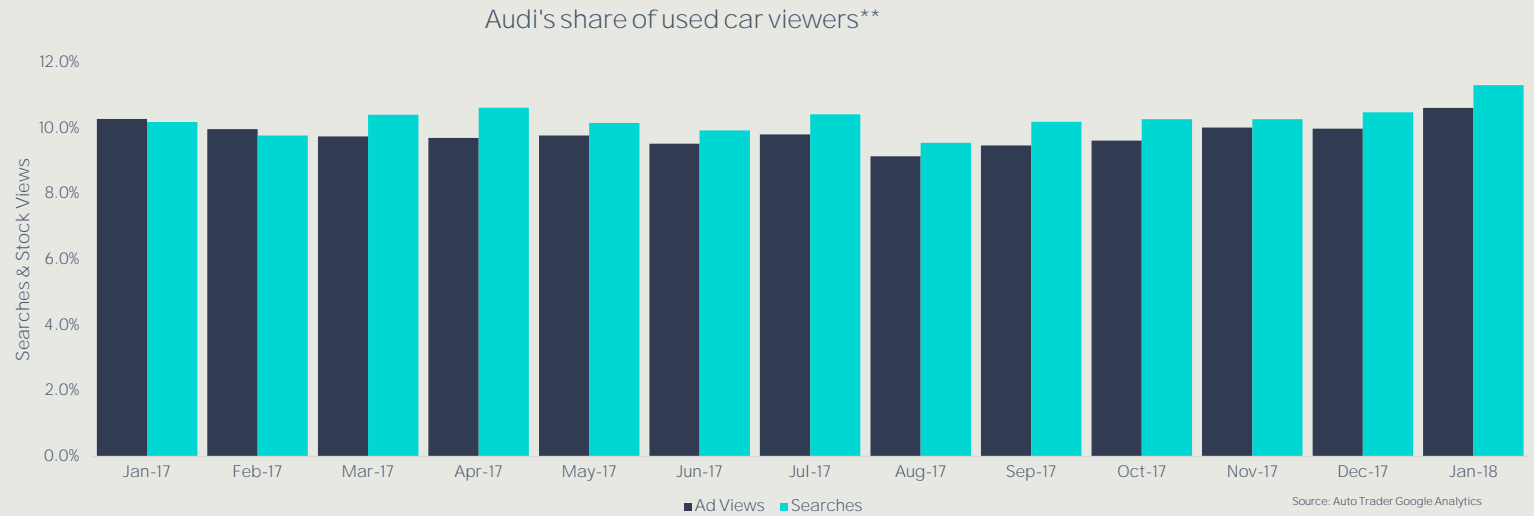


your retailers average customer rating out of 5

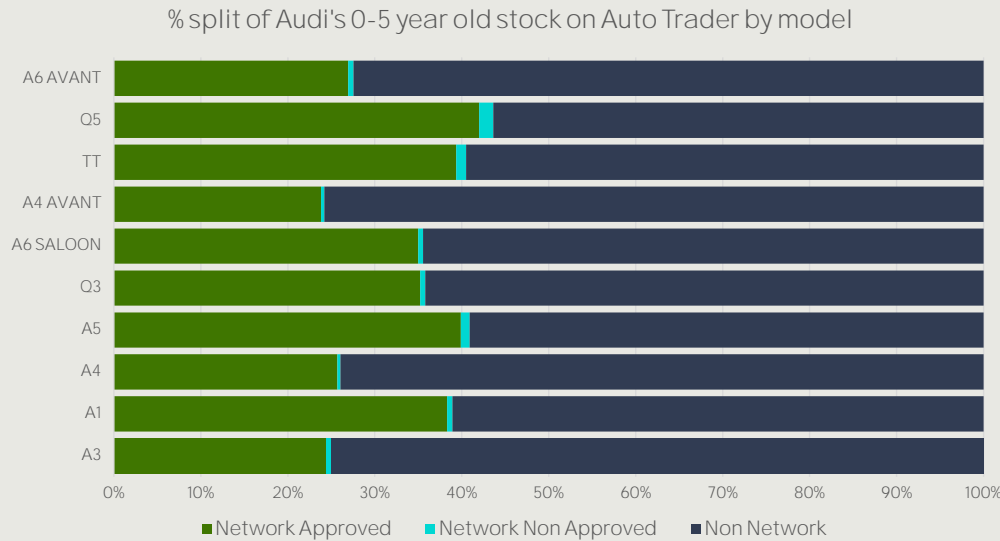
Source: Data Warehouse, January 2018



Used Car Searches Last Month - how does your brand compare?



Users who have **not viewed an ad view of an up-to-one-year old car



Importance of brand safety

In an effort to raise the standards in digital advertising and address the key issues facing the industry, the IAB UK launched the "IAB Gold Standard" initiative in October 2017, comprising three primary actions that media owners can take; reduce ad fraud, improve the digital advertising experience



Auto trader is the first company in the UK to achieve the Gold Standard. Auto Trader remains committed to providing a brand safe experience for consumers and advertisers and will continue to champion industry initiatives.

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