

About Auto Trader™

At Auto Trader, we are committed to partnering with your business to drive results. We offer the right advertising mix, and the tools to manage your business, and then deliver your message to a targeted audience. Our print publications have huge national readership, and our website attracts millions of unique visitors every month. We offer a “one-stop-shop” for buyers and

sellers, with an exceptional media mix and the content that keeps users coming back again and again. Our mission every day is “to find the best seller for each buyer.” We provide the best media experience to connect buyers and sellers. Partner with us and deliver your message to our huge audience of print and online consumers.



**AUTO
TRADER™**
Come meet your match.

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Satisfy Your Need for Speed
with Auto Trader's Digital Capture Service



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TRADER™**
Come meet your match.

This Digital Capture Device is at the heart of our new capture service



Greater Speed

Our reps are now armed with the latest all-in-one digital camera, VIN scanner and data entry technology. This means less time and effort on the lot and faster uploading for ad creation. Our reps can now directly upload captured data to our TDSR online media management tool through your dealership's internet connection.

Real-Time Inventory Uploads

You can now expect to see your inventory online at AutoTrader.ca within 12 hours of an onsite visit. Once your online media is setup, it will automatically update itself without needing IT support or outsourced technical help. That means your existing, new and sold inventory is now reflected online in record time and as close to real-time as possible.



We know you count on our service to post vehicles quickly and efficiently. That's why we're introducing new capabilities and technologies to help you get more vehicles posted and sold even faster.

Greater Accuracy

Our advanced VIN reading technology ensures VIN derived data is now gathered with greater speed and accuracy.

Powered by **Kelley Blue Book**



To further ensure accuracy, data for every vehicle type and trim package is pulled directly from Kelley Blue Book. The reps can also enter data from a pre-set list of choices to add non-standard or missing features.

And because all the data and images are collected, entered and uploaded digitally by your local rep, human error or miscommunication is significantly reduced.

Better Results

AutoTrader.ca's multiphoto online offering has been optimized to match the expectations of used vehicle shoppers as determined by independent research conducted by Angus Reid Strategies™. **AutoTrader.ca's shopper preferred viewing format***



Research-validated, Customer Preferred

We use a customer preferred interactive navigation format to spin a vehicle using a mouse, versus clicking on still thumbnails.

Moreover, only the top 14 photos essential for evaluating a vehicle are presented. As a result shoppers will be more motivated to browse your ads and show up at your door ready to buy.

Next Generation Digital Capture Service

- The capture rep can take a lot off your hands during the weekly visit
- New state-of-the-art integrated data/image capture technology
- Same day capture & upload
- Most accurate VIN scanner on the market, now powered by Kelley Blue Book
- Fourteen photo package is research validated for maximum shopper appeal
- Search friendly standardized descriptions that match OEM specs
- Optimized for use with Dealer Showroom

“ I already have a great relationship with my Auto Trader Rep. He doesn't waste my time, and I try not to waste his. This new capture technology allows my rep to hit the ground running, be in and out and have my ads online drawing leads in no time flat. You can't beat that! ”

Sparticus Atkinson
General Manager
Canadian Auto Associates Ltd.
Guelph, Ontario

The Top 14 Photos Essential For Evaluating a Vehicle*

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Percentages shown indicate how many respondents selected a particular photo as essential.

*As determined by independent research conducted by Angus Reid Strategies,™ July 2007.

