

DRIVING THE MOST: AUDIENCE. INFLUENCE. IMPACT.

MOST VISITED 3RD-PARTY SITES

- #1 { Autotrader 
- #2 {  Kelley Blue Book **KBB.COM**
The Trusted Resource
- #3 { Cars.com
- #4 { CarGurus.com
- #5 { Edmunds.com
- #6 { TRUECar.com

Autotrader and KBB.com are the most visited third-party automotive websites

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

MOST UNIQUE VISITORS/MONTH

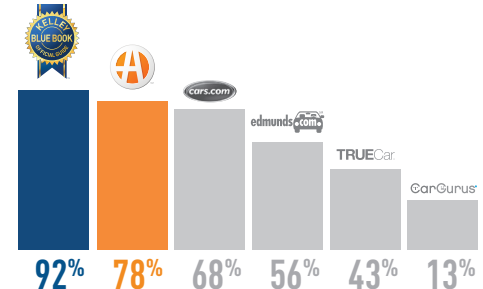
34 million



34 million unique visitors between Kelley Blue Book and Autotrader each month

DEMDEX, July–December 2015 Average

MOST RECOGNIZED BRANDS



KBB.com and Autotrader are the most well-known shopping sites in the auto industry

Q3 2015 Consumer Brand Tracker, IPSOS — among third-party sites

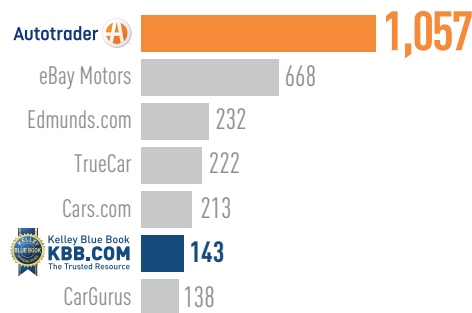
AUTOMOTIVE SHOPPING TERMS

- #1 { Cars
- #2 { Auto
- #3 { Blue book
- #4 { Autotrader
- #5 { Used cars
- #6 { Kelley blue
- #7 { Kelley blue book

Four out of the top seven auto-shopping terms are Autotrader or Kelley Blue Book

Google Trends (February 2015-January 2016)

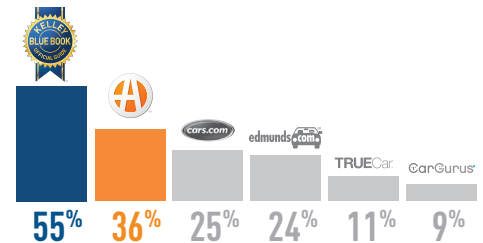
MOST facebook FANS (000s)



Autotrader is the most recognized and engaged brand among third-party shopping sites

Facebook 2/22/16

MOST USED 3RD-PARTY SHOPPING SITE



KBB.com and Autotrader are the most used third-party auto shopping sites for car buyers, including millennials, Gen Xers, boomers and women

2015 IHS Automotive Buyer Influence Study

MOST EFFECTIVE DEALERSHIP TRAFFIC-DRIVER



Kelley Blue Book and Autotrader 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



COX AUTOMOTIVE BRANDS

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