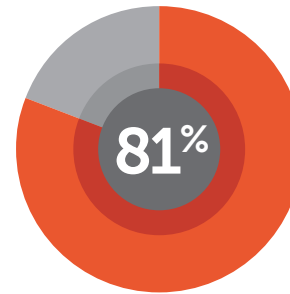


BE EVERYWHERE. BE INFLUENTIAL. BE FOUND.

Designed to drive more shoppers to your dealership and influence them, even if they're not on Autotrader



81% of the time the most commonly cross-shopped alternative to a used car tends to be that vehicle's new model*

New Car Advanced Ad is one of the most sophisticated new car targeting logics of any behavioral solution on the market. It extends your reach beyond Autotrader to hundreds of consumer websites featuring your new car financing and special offers. And, you don't lift a finger. We set up your campaigns and do the work. New Car Advanced Ad is included with your New Car Premium Max solution.

FOR MORE INFORMATION, CONTACT YOUR AUTOTRADER CONSULTANT.



DRIVE MORE SHOPPERS TO YOU DEALERSHIPS THROUGH ADVANCED ADS

Source:
*Q1 2014 Autotrader Site Data