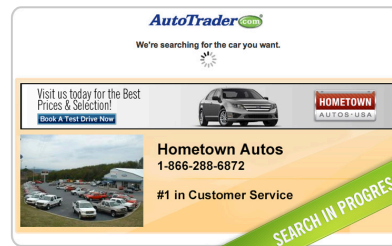


DOMINATE A CAR BUYERS' ATTENTION NO MATTER WHEN, WHERE OR HOW THEY SHOP



SEARCH IN PROGRESS

While shoppers are waiting for their search to be completed, your dealer name, phone number, tagline and display ad will be the only items showing on the Search In Progress page. Your dealer branding will be the first thing they see.

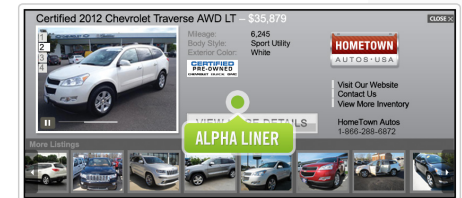


SUPER SPOTLIGHT

Dominate your market with an exclusive take-over of the Search Results page.

NEW:

- New design making the Super Spotlight 60% larger.
- Super Spotlights will appear on the Autotrader mobile site and iPhone app. Android app coming soon.



ALPHA LINER

Repeated throughout the Search Results Page, Liners will help you build brand awareness in your area and grab the attention of car buyers, no matter where they look.

To learn more about how to use our solutions to drive more business, talk to your Autotrader Consultant.



Source:
*Dynamic Logic MarketNorms, Automotive Norms, Last Three Years, Q3/2013. Based on sites surveyed which includes automotive sites.