

# DRIVING THE MOST INFLUENCE AND IMPACT WITH LUXURY SHOPPERS

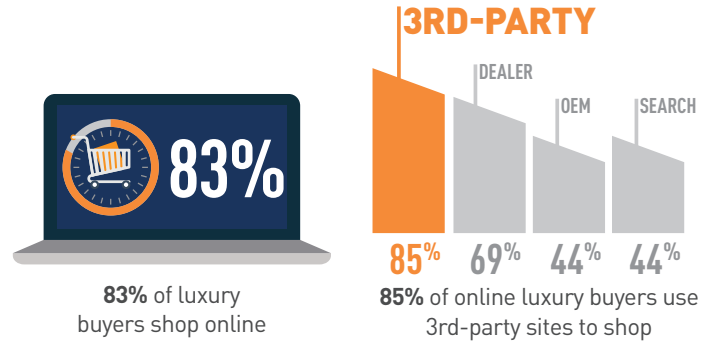
Between 2011 and 2014  
**luxury sales**  
 HAVE **INCREASED 39%** REPRESENTING 11%  
 of all auto sales  
IHS PolkInsight - January 2016

Luxury shoppers are high value, willing to spend  
**\$16K MORE PER CAR** than other shoppers

Millennials are more likely to shop for luxury than Gen Xers or baby boomers

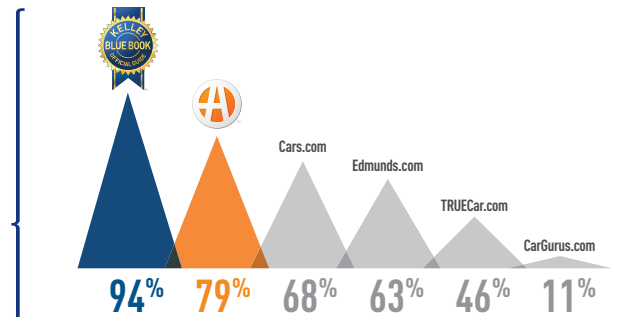
Kelley Blue Book Luxury Shopper Study, 2015

## LUXURY BUYERS ARE ONLINE AND RELY ON 3RD-PARTY SITES



2015 IHS Automotive Buyer Influence Study

## MOST RECOGNIZED BRANDS

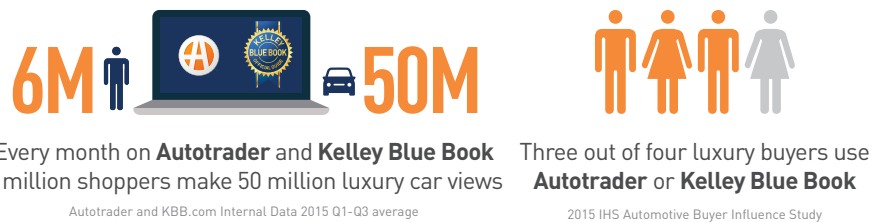


Among luxury car buyers, **Kelley Blue Book** and **Autotrader** are the most well-known shopping sites in the auto industry

2015 Consumer Brand Tracker - among third-party sites

## AUTOTRADER AND KBB.COM ARE LUXURY BUYER DESTINATIONS

Autotrader and Kelley Blue Book advertising is expected to reach  
**95%** of all luxury shoppers in the U.S.  
Assembly, 2016 Autotrader Media Plan



## MOST INFLUENTIAL 3RD-PARTY SITES



**Autotrader** and **Kelley Blue Book** are the most influential 3rd-party automotive websites for luxury buyers, helping them decide from which dealership to buy

2015 IHS Automotive Buyer Influence Study

Leverage the power of Autotrader and Kelley Blue Book to connect with today's luxury shopper.

Visit **AGame.Autotrader.com** or **B2B.KBB.com** to learn more.

