

DRIVING THE MOST INFLUENCE AND IMPACT WITH AFRICAN AMERICAN SHOPPERS

From 2011 to 2014

New car sales

HAVE **43%** among AFRICAN AMERICANS

2015 IHS Automotive Buyer Influence Study

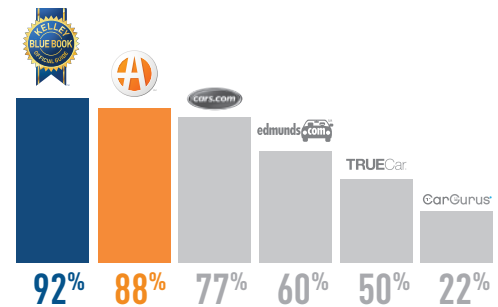
Autotrader and Kelley Blue Book advertising is expected to reach

95% of all African Americans in the U.S.

Assembly, 2016 Autotrader Media Plan



MOST RECOGNIZED BRANDS



Among African Americans, **Autotrader** and **Kelley Blue Book** are the most well-known shopping sites in the auto industry.

2015 Consumer Brand Tracker

MOST USEFUL 3RD-PARTY SITES

Autotrader and **Kelley Blue Book** are the most useful third-party automotive websites for African Americans, helping them decide from which dealership to buy.

2015 IHS Automotive Buyer Influence Study

- 1 Autotrader
- 2 Kelley Blue Book **KBB.COM** The Trusted Resource
- 3 Cars.com
- 4 CarGurus.com
- 5 Consumer Reports (consumerreports.org)
- 6 TRUECar

MOST EFFECTIVE DEALERSHIP TRAFFIC-DRIVER



Autotrader and **Kelley Blue Book** combined lead **more** African American shoppers to dealerships than the next leading third-party site.

2015 IHS Automotive Buyer Influence Study

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

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

