

DRIVING THE MOST INFLUENCE AND IMPACT WITH HISPANIC SHOPPERS

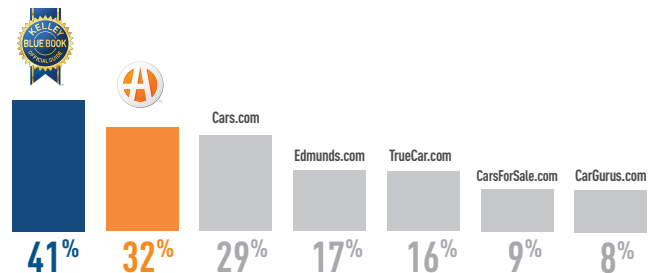
From 2011 to 2014
New car sales
 HAVE INCREASED **70%** among HISPANICS
 reaching nearly **12% of all auto sales**
2015 IHS Automotive Buyer Influence Study

Autotrader and Kelley Blue Book advertising will reach
72% of all Hispanics in the U.S.
Assembly, 2016 Autotrader Media Plan



The Internet is the **#1 source** among Hispanics researching and shopping for vehicles.
2015 IHS Automotive Buyer Influence Study

MOST USED 3RD-PARTY SHOPPING SITES



KBB.com and **Autotrader** are the most used third-party auto shopping sites by Hispanic car buyers.
2015 IHS Automotive Buyer Influence Study

MOST USEFUL 3RD-PARTY SITES

Autotrader and **KBB.com** are the most useful third-party automotive websites for Hispanics, helping them decide from which dealership to buy.
2015 IHS Automotive Buyer Influence Study

- 1 **Kelley Blue Book KBB.COM**
The Trusted Resource
- 2 **Autotrader**
- 3 **Cars.com**
- 4 **CarGurus.com**
- 5 **TrueCar.com**
- 6 **Craigslist.org**

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.

