

DRIVING THE MOST INFLUENCE AND IMPACT WITH MILLENNIAL SHOPPERS

Millennials

WILL BUY > **40%** of all new cars purchased by 2020.

Deloitte 2014 Global Automotive Consumer Study

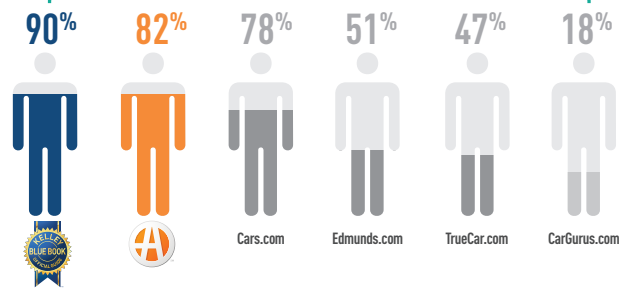
Autotrader and Kelley Blue Book advertising is expected to reach

95% of all millennials in the U.S. (adults 18-34)

Assembly, 2016 Autotrader Media Plan



MOST RECOGNIZED BRANDS



Among millennials, **Kelley Blue Book** and **Autotrader** are the most well-known shopping websites in the auto industry.

Q3 2015 Autotrader Consumer Brand Tracker — among third-party sites

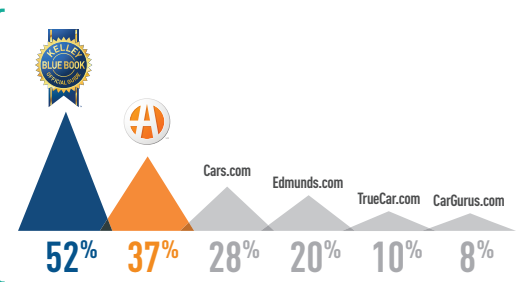
MOST INFLUENTIAL 3RD-PARTY SITES

Kelley Blue Book and **Autotrader** are the most influential third-party automotive websites for millennials, 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** Edmunds.com
- 4** Cars.com
- 5** CarGurus.com
- 6** TrueCar.com

MOST USED 3RD-PARTY SHOPPING SITES



Kelley Blue Book and **Autotrader** are the most used third-party auto shopping sites by millennial car buyers.

2015 IHS Automotive Buyer Influence Study

MOST EFFECTIVE DEALERSHIP TRAFFIC-DRIVER



combined are over

1.5x MORE EFFECTIVE
in converting online traffic into dealership foot traffic than the next leading third-party site.

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

2015 IHS Automotive Buyer Influence Study



Visit **AGame.Autotrader.com**
to view the full copy of *Millennials: The Next Generation Car Buyer*.
Visit **B2B.KBB.com** to learn more.

