

# DRIVING THE MOST INFLUENCE AND IMPACT WITH FEMALE SHOPPERS

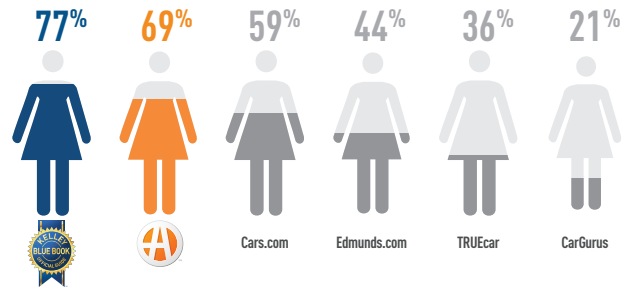
Autotrader and Kelley Blue Book advertising is expected to reach

**95%** of all Women in the U.S.  
Assembly, 2016 Autotrader Media Plan

Autotrader's audience is

**46%** Female  
comScore July 2015

## MOST RECOGNIZED BRANDS



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

2015 Autotrader Consumer Brand Tracker - among third-party sites

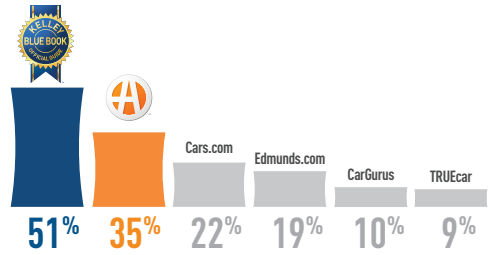
## MOST INFLUENTIAL 3RD-PARTY SITES

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

## MOST USED 3RD-PARTY SHOPPING SITES



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

2015 IHS Automotive Buyer Influence Study

## MOST EFFECTIVE DEALERSHIP TRAFFIC-DRIVER



combined are over

**2x** MORE EFFECTIVE

in converting online traffic into dealership foot traffic than the next leading third-party site competitor

Autotrader and Kelley Blue Book combined lead more female internet shoppers to dealerships than the next leading third-party automotive 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](http://AGame.Autotrader.com) or [B2B.KBB.com](http://B2B.KBB.com) to learn more.



COX AUTOMOTIVE BRANDS

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