



Overview

Autotrader is the leading resource for car shoppers and sellers. The site aggregates millions of new, used and certified pre-owned cars from thousands of dealers and private sellers, and also provides expert articles and car reviews. The company is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers.

Services

For Consumers:

- MyAutotrader allows consumers to create an account to save searches; with the option to receive text alerts when prices drop or new vehicles become available; and access searches across multiple devices.
- Private Seller: Autotrader offers several packages for private sellers including a VIP service.
- Autotrader's Trade-In Marketplace™ is the only tool available today that gives consumers an Instant Cash Offer on their used cars, sight unseen. Consumers can redeem the offers at participating dealers, pending an inspection, and as long as the vehicle's condition has been accurately represented, they can walk away with a check for that amount or use the amount toward the purchase of another vehicle.

For Dealers:

- The ListingLogic™ tool shows dealers what's behind the success of the best listings in the marketplace, and tells them how to get maximum exposure for their inventory.

Key Stats

- **Website Unique Visitors:** more than 18 million
- **Average Monthly Vehicle Listings (2013 Monthly Average):** 4 million
- **Average Monthly Dealers Served:** more than 20,000
- **Average Monthly Private Seller Listings:** 85,000
- On average, visitors to the site spend 22 minutes on Autotrader.com, which is 22 percent more time than on the next leading site.¹
- 83 percent of car shoppers are actively shopping for a vehicle when they are on Autotrader. 58 percent of Autotrader car shoppers plan to purchase a vehicle within 2 months.²
- More than half of visitors to Autotrader have a vehicle they want to dispose of (47 percent of them plan to sell it themselves).²
- 60 percent of car shoppers are undecided on a specific make or model when they are first looking for a vehicle.³
- In March 2014, mobile devices accounted for nearly 1 in 3 visitor sessions on Autotrader⁴

Location

Atlanta, GA

Number of Employees

1,800

Number of Customers

20,000+ Dealers
85,000 Private Sellers