

20

YEARS OF ONLINE CAR SHOPPING

#1

Autotrader was the 1st nationwide online car shopping website.

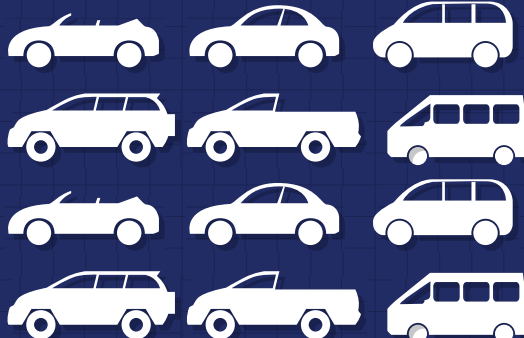


2 BILLION

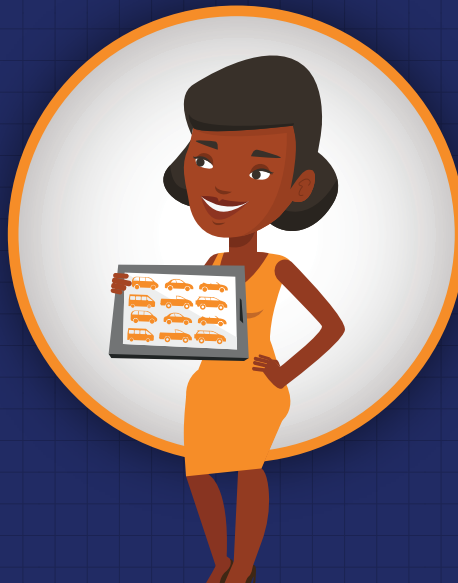
car shoppers have visited Autotrader since 1997

350 MILLION

cars have been listed on Autotrader since 1997



Before Autotrader



After Autotrader

HOW CAR SHOPPING EVOLVED



Before Autotrader
Classifieds in Papers



1997
Car Listings Online



2001
Multiple Photos



2002/2003
Online Credit Applications



2006
Saving Cars



2007
Video



2009
Online Trade-In Offers



2011
Chat with Dealer



2011
Mobile Apps



2011
User Generated Reviews



2013
Digital Deal Making



Today

Autotrader



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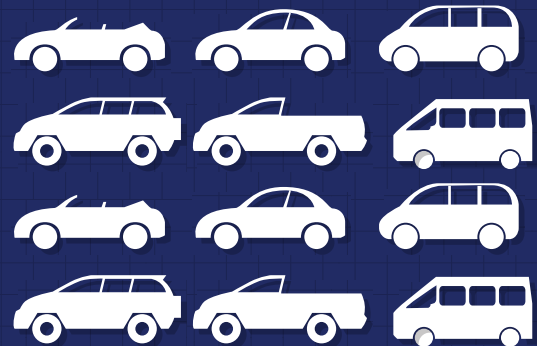


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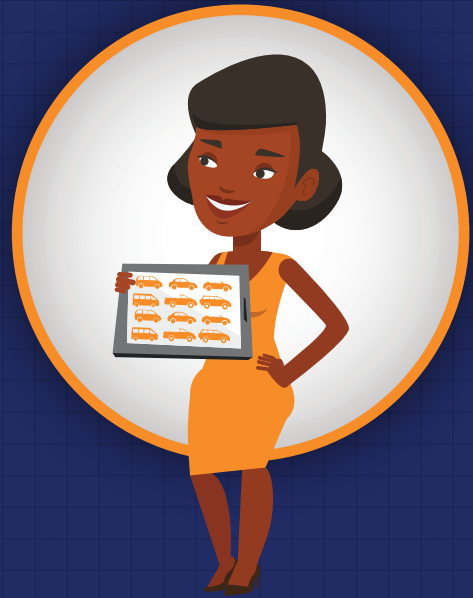


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**Before
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