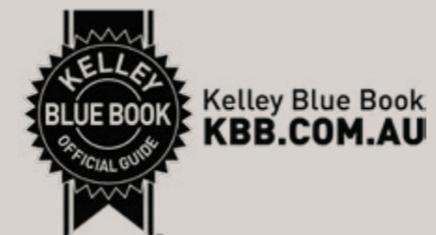


# TRAC TATION

Autotrader   
carsguide<sup>®</sup>

**Quarterly overview & insights  
into the car industry**  
July-September 2019





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## From the CEO

It's been a busy and rewarding quarter with numerous achievements across all areas of the CarsGuide and Autotrader businesses.

In the last edition of Traction I promised new research and I'm pleased to present the first piece which we're referring to as the 'Wave'. In this research we've been able to validate research done by McKinsey^ in the US which turns the traditional funnel on its head.

Our research confirms that rather than eliminating brands as they move along the funnel, buyers actually double the number of cars considered compared to the beginning of their journey. The research quantifies this and delves into the types of content influencing buyers' decision making process. I think you'll be surprised with the findings.

We often overhear marketers say "all third party auto sites are the same; I only need one in my marketing mix". Well, I want to use this opportunity to correct this perception. They're not all the same. CarsGuide continues to be led and driven by data best practice and has again ranked as the number one editorial automotive site in the country\*.

Further, Autotrader provides dealers and consumers with tools like Google ratings and Kelley Blue Book which are designed to help reduce friction and build trust. It also provides consumers with a whole raft of information about the dealer's brand and business, a healthy part of any marketplace.

Best of all it's a marketplace designed to help deliver more walk-ins to dealerships. More on this in the next edition of Traction.

So, when you combine CarsGuide and Autotrader you get an ecosystem like no other.

In other news from the quarter, we've just wrapped up our Car of the Year awards. The editorial team has done a terrific job designing and executing a program underpinned by integrity and thoroughness. In a time when there is so much choice for Australian car buyers, I have no doubt consumers will take a lot of interest in what our team - which drive them all - deem to be the best.

Finally, there is a fascinating research piece on electric vehicles fresh from the research team in our US offices.

I hope you can put this wealth of insights to good use within your business.

With the end of the year around the corner, I wish you all the best meeting your targets for the year.

Shaun Cornelius  
CEO

^McKinsey & Company, The consumer decision journey, 2009; USA Data

\*Nielsen Digital Content Ratings (Monthly) Tagged, October 2018, November 2018, December 2018, January 2019, February 2019, March 2019, April 2019, May 2019, June 2019, July 2019, August 2019 and September 2019 text, P18+, PC, Smartphones & Tablets



WE GO BEYOND THE TEST DRIVE

carsguide

Senior Editor Matt Campbell and his friend (and photographer) Deon Rowe drove the VW Touareg towing a tri-axle trailer loaded with a 1963 split-window Kombi single cab ute to Australia's red centre, delivering the classic Vee-Dub to its new owner in Alice Springs. They documented the epic trip with words, social media, photos and video. See the review and more at the CarsGuide site. This image is just a small glimpse into their amazing adventure.



# From the Editor

It's much harder to gauge the scale of a website than with print media, given you can't pick it up and reflect on the physical weight of the pages. And even if you started counting our URLs, there's no way for a reader to gauge how many others are reading.

So, it's important to highlight the important metrics, and I can proudly tell you that we've continued to reach more Australians than any other automotive editorial site for eleven months straight, according to Nielsen editorial Unique Audience.\*

We're still pushing ahead as fast as ever though, striving to find new ways to guide in-market car buyers. One example is our recently announced Car of the Year awards, see page 10.

In addition to the overall award which has been won by the new Toyota RAV4 and judged by senior staff journalists James Cleary, Matt Campbell, Richard Berry and myself, we have leveraged our FamilyGuide, AdventureGuide and TradieGuide user segments to create sub categories relating to each.

Underlining the breadth of its appeal, the RAV4 also won Family Car of the Year as judged by segment expert Nedahl Stelio.

Adventure Editor Marcus Craft awarded the seemingly evergreen Ford Ranger 4x4 dual cab ute with Adventure Car of the Year, while the Ford Transit Custom van made it two wins for the Blue Oval brand by winning Tradie Car of the Year, as judged by segment expert Mark Oastler.

All eligible vehicles were assessed using the same detailed in-market car buyer focused criteria as all our published reviews, and the winners are all testament to this gruelling process.

Given the concept of vehicle ownership and usage is evolving before our eyes, we've also expanded our user segments with the launch of UrbanGuide.

Led by inner-city dweller Matt Campbell, who's also lived a life spread across the country and suburbia, UrbanGuide is our opportunity to focus on smaller, city-friendly cars, while also opening new opportunities to embrace the emergence of alternatives like electric cars, car sharing services, along with 'last mile' and other mobility solutions.

Speaking of solutions, Tung Nguyen has joined our staff team in the role of News Editor, bringing years of news-focused experience from his time at GoAuto and leading our news team to create consumer-focused news to suit the CarsGuide audience. Tung is our first editorial staff member to be based from our Melbourne office, and will likely pave the way for others to join him.



I'm also proud to welcome David Morley to our team of contributors. David brings decades of experience across all forms of media and we'll be taking advantage of his renowned technical expertise for creating advice, used reviews and more.

And finally, we continue to invest heavily in terms of time and resources in expanding our video products.

One key example is our recent off-road comparison between out-of-the box heroes Suzuki Jimny, Jeep Wrangler Rubicon and Ford Ranger Raptor where we truly put them through their paces at a 4WD training centre near Sydney. The footage is excellent and the story is well told by Marcus Craft.

Another notable highlight is our recent six-car ute comparison hosted by Matt Campbell. It would be all too easy to shoot a 1.5 hour documentary covering such complex models, but careful planning and execution has kept the final product informative but within an easy to consume duration of just 15 minutes. Please check out both on our website or YouTube channel if you haven't already.

Malcolm Flynn,  
Editor  
CarsGuide

\* Nielsen Digital Content Ratings (Monthly) Tagged, October 2018, November 2018, December 2018, January 2019, February 2019, March 2019, April 2019, May 2019, June 2019, July 2019, August 2019 and September 2019 text, P18+, PC, Smartphones & Tablets

# CarsGuide continues to reach more people than any other editorial automotive site\*

## 12 months in a row.



\* Nielsen Digital Content Ratings (Monthly) Tagged, October 2018, November 2018, December 2018, January 2019, February 2019, March 2019, April 2019, May 2019, June 2019, July 2019, August 2019 and September 2019 text, P18+, PC, Smartphones & Tablets

# 2019 CarsGuide Car of the Year Awards

The new Toyota RAV4 has been crowned CarsGuide Car of the Year for 2019, beating more than 100 new or significantly updated models launched between September 1, 2018 and the same time this year.

The fifth-generation of Toyota's mid-sized SUV edged out the Hyundai Ioniq and Volkswagen Touareg which were judged as finalists by senior editorial staff James Cleary, Matt Campbell, Richard Berry and Malcolm Flynn.

The RAV4 also took out the Family Car of the Year award, judged by segment expert Nedahl Stelio, with the Volkswagen Touareg again deemed a finalist alongside the Mazda CX-5 due to the addition of its new 2.5-litre turbo-petrol engine option.

The latest version of the Ford Ranger won Adventure Car of the Year, thanks to the inherent versatility of its dual-cab 4x4 variants and constant updates which have kept it ahead of the ute game. Judged by Adventure Editor Marcus Craft, the Ranger even managed to pip focused adventure machines like the Suzuki Jimny and Jeep Wrangler which were both finalists.

Ford also took out the Tradie Car of the Year award with the latest version of the Transit Custom van, with segment expert Mark Oastler placing it just ahead of the new Toyota Hiace and Ford Ranger as finalists.

All vehicles were assessed using the same detailed criteria as all our published reviews, with a clear focus on everyday use, practicality and the costs associated with ownership as per our in-market car buyer audience.

We congratulate all winners and finalists following the exhaustive judging process.



Sean Hanley, Vice President, Sales & Marketing at Toyota Motor Corporation Australia with CarsGuide Editor Malcolm Flynn.



Kay Hart, Ford Australia President and CEO with CarsGuide Editor Malcolm Flynn.

# Carl Davies

## National Sales Director, Media



In the role of National Sales Director, Carl leads a media sales team of 18 representing the CarsGuide and Autotrader brands to agencies, OEMs, finance and insurance clients.

With 20 years experience in media sales and 11 of those in the automotive vertical, there is no more experienced and accomplished figure in automotive media sales in Australia.

Carl's achievements include building high performing, industry leading sales teams for Cox Automotive Media Solutions, MediaMotive (carsales) and SBS digital, helping set the foundations for many years of successful growth for each.

Carl employs a simple strategy for success encompassing market leading product innovation and delivering quality audiences with laser-focused account service.

Carl is also a serious car lover which helps in this line of work, he has owned a series of V8 Holdens and classic HSVs and has a passion for Holden V8 supercars.

These days he drives a more family-friendly Mercedes SUV.

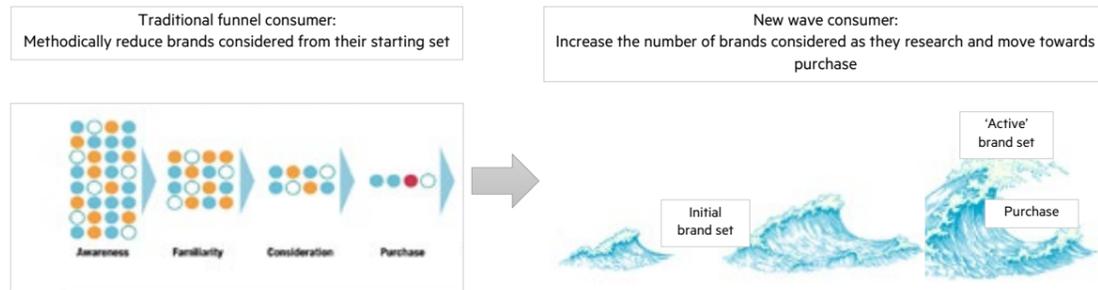
# Cox Automotive Buyer Journey Project 'Wave'

Research conducted by Jerry Berowne, FF2

Research in overseas markets suggests that auto consumers increase the number of brands considered as they research – this represents an opportunity.

## The opportunity

The traditional funnel model of the consumer is outmoded. **Now**, the consumer buying journey is more like a wave than a funnel.



## Customer journey is changing



- The consumer decision journey, 2009; USA, n = 1,980

“contrary to the funnel metaphor ...the number of brands under consideration may now expand”



- Path to purchase; USA, n = 1,980

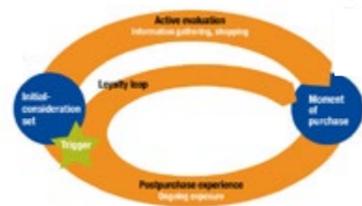
“...people don't shop for cars by a simple process of elimination.”



- Australian market research

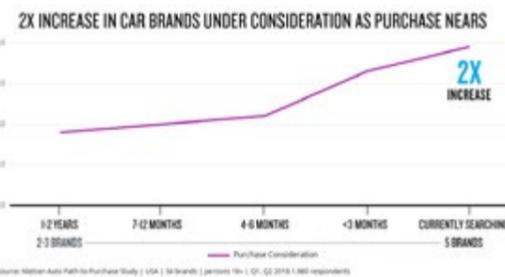
• **Wave research to test & validate these overseas studies for Australia**

## Overseas markets / research



Avg. Number of Brands

Sector	In initial consideration set	Added in active consideration
Autos	3.8	2.2

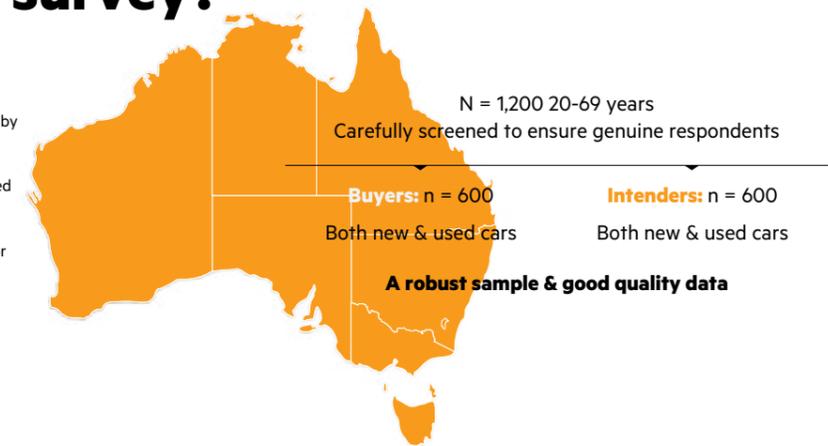


## The research sample: Who did we survey?

Australian nationally representative sample of n = 1,200 recent car buyers and intenders.

## Who did we survey?

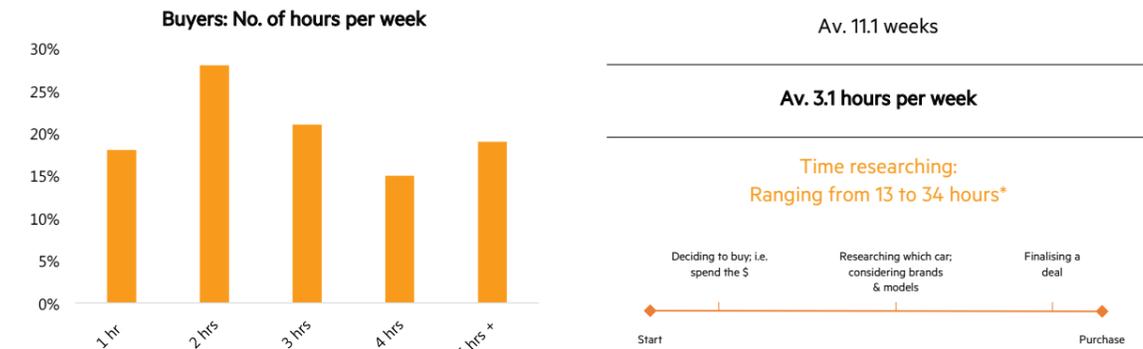
- Sample:
- National sample; representative of Australia by state and regional / metro areas
  - Buyers; i.e. Have purchased a new car, or used from a dealer, within last 12 months
  - Intenders; i.e. Likely to purchase a new car, or used from a dealer, within next 12 months
  - Respondents from Dynata; a leading market research panel provider



## Consumers researching cars

Consumers invest a considerable amount of time researching, with internet research key. Dealer visits are also important, but only 2 – 3 dealers are visited on average.

## How much time researching?



B9: When you were / are researching; on average, how many hours of research did you do / are you doing per week? Base: Buyers n = 600

## Importance of internet & dealer research

Both internet research and visiting dealership the most important activities.



Internet research / car websites



Visiting dealers in person

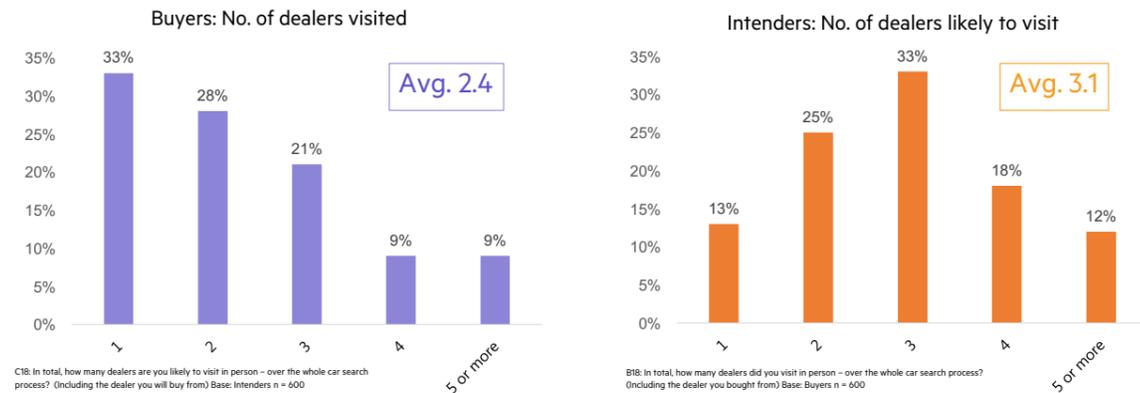
	BUYERS	BUYERS
Important + Very Important	90%	90%
Important + Very Important	95%	90%

3<sup>rd</sup> party / listings sites used by over 80%

B8 / C8: When you were / are researching; on average, how important were / are each of the following activities? Base: Buyers n = 600, Intenders n = 600

# Number of dealers visited

Between 2 and 3 dealerships visited in the buying process.



# Active consideration: How many brands?

Research gets consumers considering new brands; and the number of brands under consideration more than doubles in the active research stage.

## Research and consideration

Agreement from 72% of Intenders and 63% of Buyers.



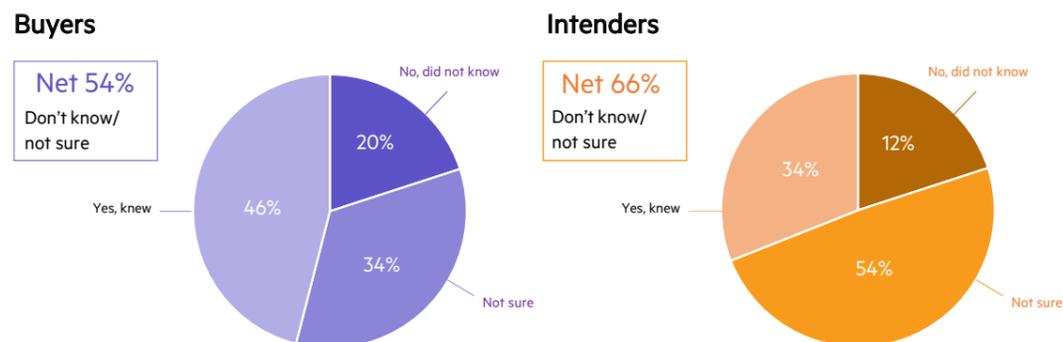
B10 / C10: Question as shown above. Base: Buyers n = 600, Intenders n = 600

# Initial consideration: Do they know which brand?

Two thirds of Intenders don't know or are not sure which brand they're going to buy at the start of their search; and 1/3rd of buyers purchase a car outside their initial set.

## Do they know which brand?

Which brand is not fixed – for between 1/2 (buyers) and 2/3 (intenders).



B5 / C5: At the deciding to buy stage: Did / do you know the specific car brand that you are / were going to buy? Base: Buyers n = 600, Intenders n = 600

# How many brands considered?

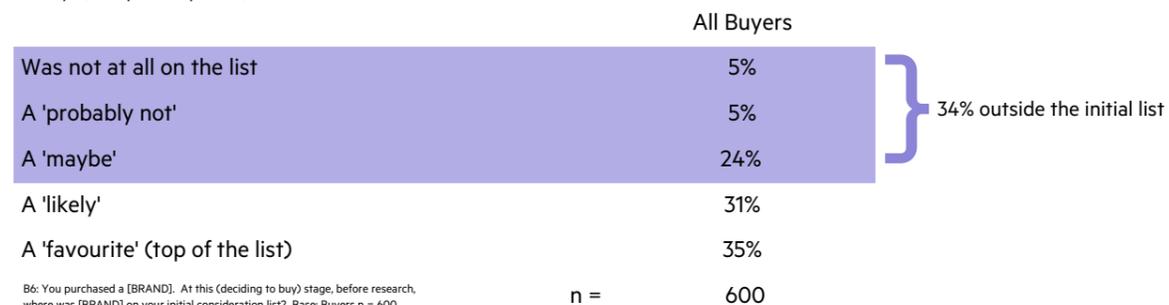
Number of brands considered more than twice in the active research phase.



# How loyal? – the opportunity

Where was the brand you bought on your initial consideration list?

1/3 loyal, 1/3 pre-disposed; and 1/3 'outside' the initial list



B6: You purchased a [BRAND]. At this (deciding to buy) stage, before research, where was [BRAND] on your initial consideration list? Base: Buyers n = 600

# How many brands?

Comparing other studies.

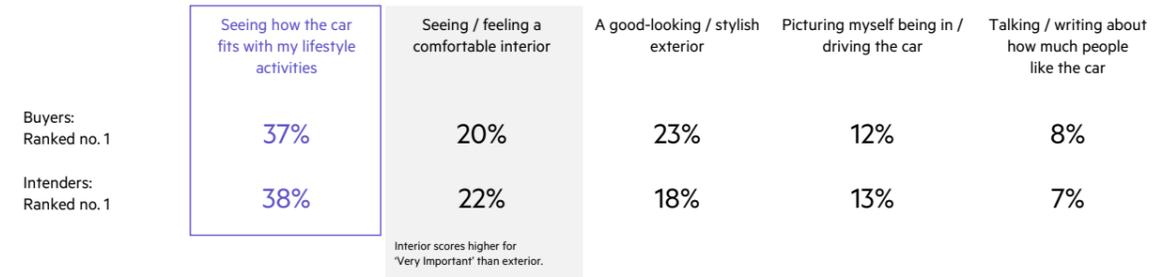


## Content for consideration

Lifestyle activities and 'fit with car' is the most appealing content; and on third party sites, stories on brand, safety and lifestyle rate high on influence to look at new cars.

### The importance of content

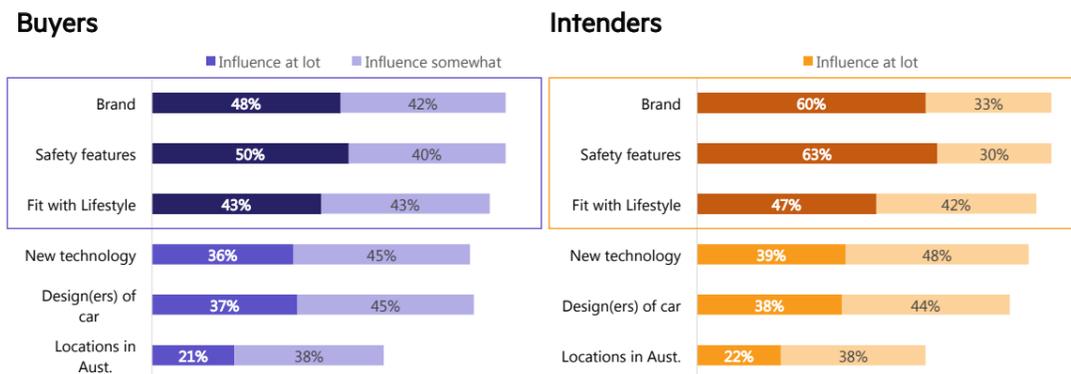
Lifestyle is clearly the most appealing content.



B14 / C14: Please rank the importance for you of these, to get you looking at / considering different cars. NB No graphics shown in question. Base: Buyers n = 600, Intenders n = 600

### Influence of types of stories

On 3<sup>rd</sup> party sites: Brand, Safety features, and Lifestyle the most influential.



B17 / C17: On these [3<sup>rd</sup> party / review] websites, what kind of stories influence(d) you to consider / look at a car? Base: Buyers n = 600, Intenders n = 600.

## Executive overview

The new wave purchase journey opportunity: Consumers consider new brands as they research, especially on the internet. The average consideration set more than doubles, and they are open to buying outside their initially favoured brands.

Consumers increase the number of brands they consider, as they research cars.



## Implications for Advertisers

There is a critical role for brand communications in channels previously only considered for retail.

WE DON'T NEED TO TELL YOU THERE'S MORE THAN ONE WAY TO SELL

Autotrader is a new, smarter way to trade auto. With simple tools like Price Advisor from Kelley Blue Book, Dealer Reviews and customisable dealer pages, you can deal differently.

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**Autotrader**  
A SMARTER WAY TO TRADE AUTO

# Behind the Scenes Ute Comparison

adventureguide™

Whether it's budget hatchbacks or top-spec dual-cab utes, CarsGuide's editorial team routinely organises comparison tests with up to six competing vehicles in Australia's most competitive segments.

Often multi-day endeavours, our team makes the most of a breadth of staff, contributors, as well as video and production teams to formulate a thorough review providing value to our readers and viewers.

Our most recent test consisted of six high-spec dual-cab utes, with testing occurring over three days at the back of the Southern Highlands in New South Wales. This location was chosen to make the most of varying road conditions and nearby off-road tracks.

The team, led by Senior Editor Matt Campbell and Adventure Editor Marcus Craft, also included an in-house journalist, a contributing journalist, two videographers, two photographers, and a supporting staff member for a total crew of eight.

While producing these tests is a lot of fun, they also serve as important context for even our most senior more seasoned reviewers. There's generally plenty of surprises and details that emerge when spending several days swapping between closely matched rivals.



## Meet our Family Reviewer

Nedahl has been a journalist for two decades, spending five years as Editor of Cleo magazine and has been an Editor at Cosmopolitan, Good Food and the Fairfax 'Health' section.

She's written across various topics for a range of high-profile food, health, travel and fashion-focused titles. She's also appeared on The Today Show, Sunrise, A Current Affair, various radio programs and has been a guest judge on Australia's Next Top Model.

Since having two children, you'll more likely find her at the beach with the family than at a fashion show, doing a bunch of yoga classes, or cooking healthy food while drinking a glass of wine. And of course, the right family car is critical to keeping it all moving smoothly.

A roomy cabin, plenty of boot space and stylish interiors rate high on her priority list. She also believes pink is the new black (except when it comes to cars) and that we should ditch single-use plastics.

A woman with long brown hair, wearing a black blazer over a white shirt, black pants, and black boots, stands smiling next to a silver SUV. The car is parked on a paved surface in front of a modern, light-colored house with large windows and columns. The woman is positioned in the center of the frame, between the car and the house.

# Nedahl Stelio

# REACH case study

REACH is a new product from CarsGuide that amplifies editorial content through the Facebook Instant Experience to a car buying audience.

## Volkswagen Touareg, International Launch

Days live:  
20



Impressions:  
454,400



Individuals reached:  
208,000



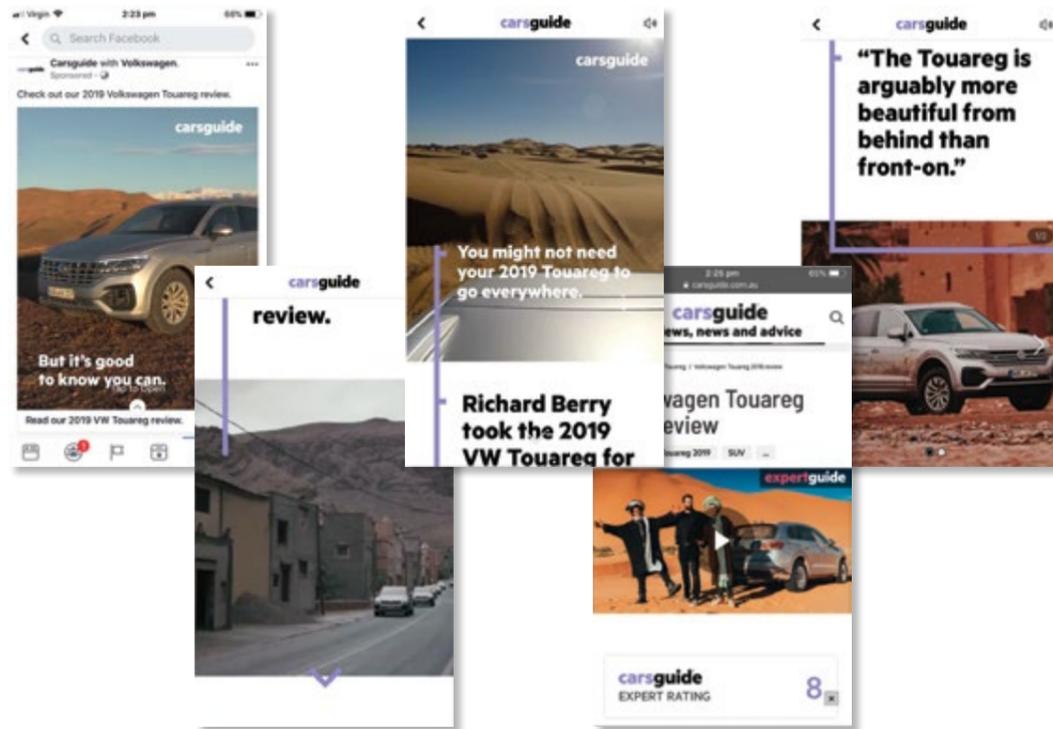
Instant experience  
views:  
8,091



Clicked through to  
the review:  
20.6%



Average dwell time  
in review:  
5 mins 45 secs



# We're always iterating, creating new features and testing

### CarsGuide and Autotrader Q3 key metrics

**105,638**  
Lines of code written

**237**  
Features released

**107**  
Deployments

**13,440 +**  
Automated tests run

**1,560**  
Cups of coffee

# CarsGuide Quarterly stats summary

## Content created and published in Q3

**68** Videos  
**403** News stories

**150** Reviews  
**29** Advice articles



## Traffic by device

**1. Mobile**  
**64%**



**2. Desktop**  
**28%**



**3. Tablet**  
**8%**



## Traffic by state

**New South Wales**



**32.1%**

**Victoria**



**26.8%**

**Queensland**



**20.5%**

**Western Australia**



**10.1%**

**South Australia**



**7.5%**

# A look around the corner. The path to electric vehicle adoption



The 2019 Cox Automotive US electric vehicle (EV) Study, released in August, provides useful insights on the path to EV adoption in the US. Looking at current EV perceptions and realities from a consumer and dealer perspective the study also identifies opportunities for dealers and OEMs to align on improving EV sales.

This study has significant implications for Australian OEMs and dealers as they prepare for one of the biggest changes to the industry in this century. Here are some key take outs. For a copy of the full length report, contact Carl Davies or your CarsGuide or Autotrader representative. Despite consumers optimism of an electrified future consideration for EVs to date remains flat.

For the full report, please contact your CarsGuide or Autotrader representative.

## About the EV Study

### Consumers

Online survey among a mix of EV owners, EV considerers, and EV non-considerers  
2,503 Consumers - Fielded

### Dealers

Online survey among single or group Franchise dealers  
308 Dealers

Fielded January - March 2019

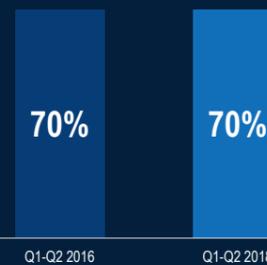
## Research Objectives

- 1 Explore the gap between consumers and dealers' barriers and expectations with current EV realities in the US
- 2 Understand EV shoppers' dealership experiences during their purchase journey
- 3 Examine key support areas dealers need to advance EV adoption

## Consumers Believe EVs are Coming, But that Hasn't Increased Their Interest in Buying One

### % More On the Road

EV as the Vehicle Trend in the Next Five Years

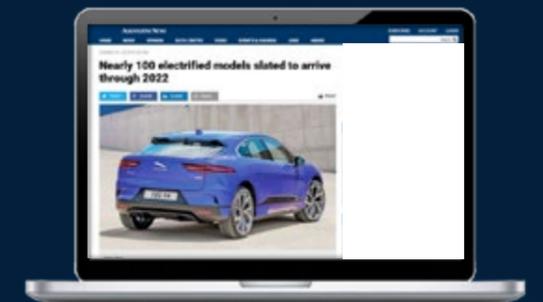


### Electrical Vehicle Consideration



## Without Tesla, EV Market Share is Stagnant, Yet Almost 100 Electrified Models are Coming Soon

### EV Trended Market Share



## EV Consumers Are More Diverse and Younger



According to the Center for Sustainable Energy, 2014 EV Consumer Survey

## Consumers Believe EVs are Coming, But that Hasn't Increased Their Interest in Buying One

% More On the Road  
EV as the Vehicle Trend  
in the Next Five Years



Electrical Vehicle Consideration



## Experience an EV and You'll Understand

Among those with EV experience during their Clutch subscription...

**49%** say it improved their impression of EV

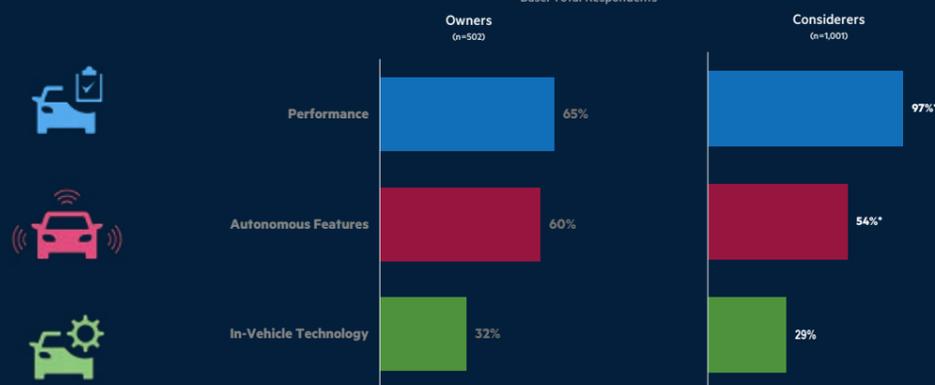
**55%** of car subscribers are willing to try EV while using a subscription service



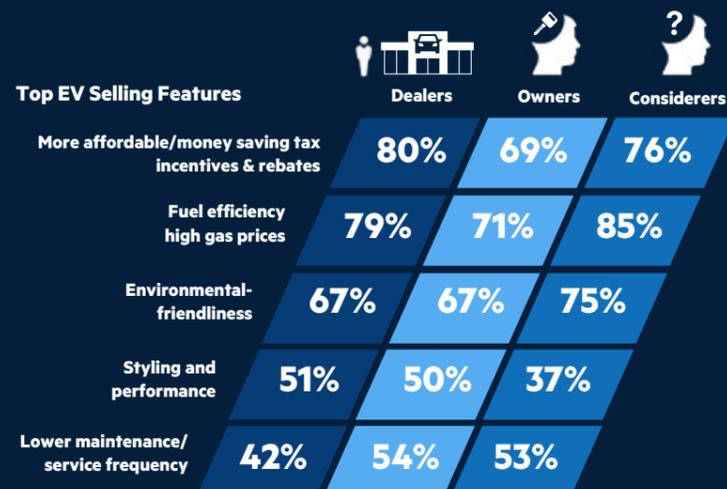
## Consumers Desire More Performance and Technology in Future EV Models

Features Desired in Future EV Models

Base: Total Respondents

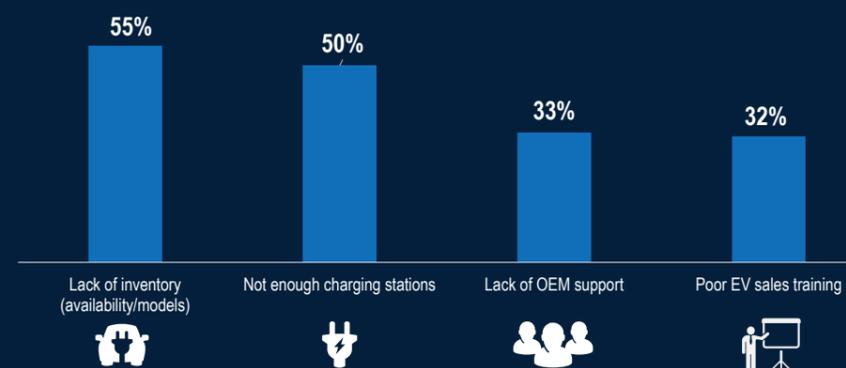


## Reasons for Purchase/Consideration



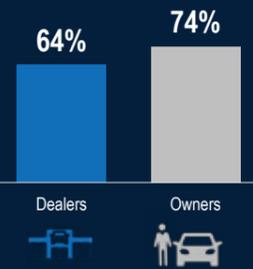
## EVs Are Just More Complicated to Sell with Additional Internal Barriers

Top Internal Sales Barriers for Dealers

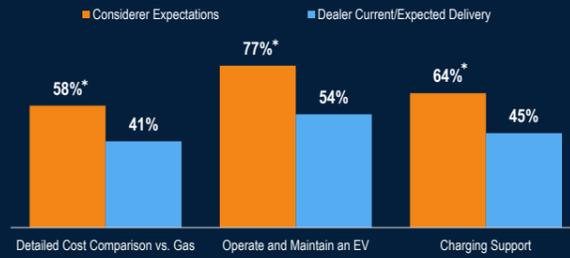


### Dealers Are Underestimating Their Influence. OEMs Can Help Fill the Influence Gap

Dealer/Salesperson has Strong Influence on EV Purchase Decision



EV Considerer Expectations vs. Dealer Delivery

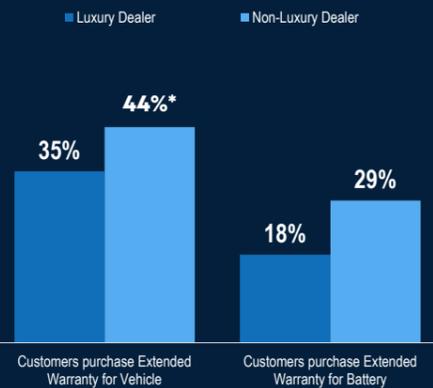


### Most Owners Bought Extended Warranty for Their EV Batteries



**52%**

of EV Owners Purchased an Extended Warranty for Battery



### Client Implications

- 1 Invest time and money in product training, EV education, sales and marketing support for dealers and their staff in all departments
- 2 Have an integrated marketing plan promoting: 1) EV awareness and credibility and 2) why your brand/model is the best choice over another
- 3 Ensure you are targeting the appropriate consumers for your brand/model while taking into consideration the shift in EV demographics to the more diverse and younger EV consumers
- 4 Give EV vehicles as loaners or offer short term leases/subscription services to get consumers use to EVs

# WE'LL HELP YOU SELL CARS. AND YOURSELF.

Autotrader helps you promote your dealership with dealer pages, so buyers know more about you before they buy.

[autotrader.com.au](http://autotrader.com.au)



**Autotrader**  
A SMARTER WAY TO TRADE AUTO

# Autotrader Q3 snapshot



**2,390**  
Dealers

**UP 150%**  
Organic  
sessions

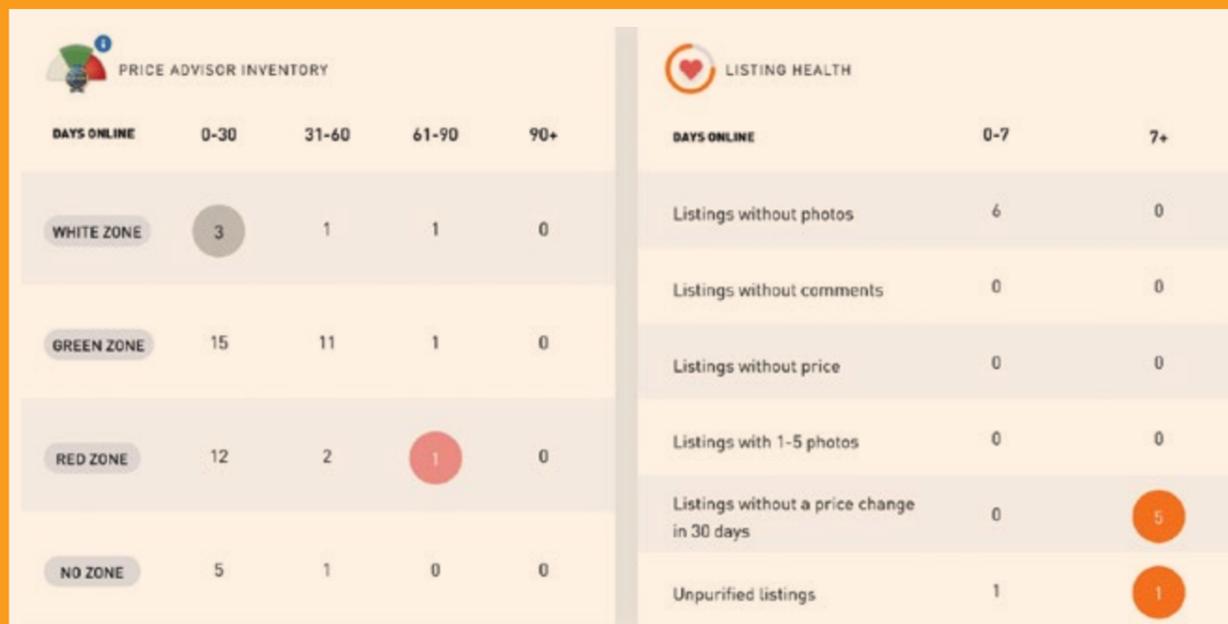
**UP 162%**  
Organic  
page view

**UP 35%**  
Dealer  
enquiries

(All % are year on year)

## New feature

During Q3 we launched a powerful new feature to the Dealer Hub, the Listing Health dashboard. Providing dealers with a range of insights into potential issues with their inventory. With the cost of inventory sitting in yards are major expense for dealers this new tool combined with the Price Advisor Inventory Dashboard will help with getting their stock moving faster.



Insights into price by time on floor

Insight into why a listing may be underperforming

# Six tips to leverage Google Ratings in dealerships

By Damian Wilson, National Sales Director, Dealer

When we launched Autotrader last year, I'll be honest, I got mixed reactions to the inclusion of Google Ratings. Some dealers didn't want to talk about their Google Ratings, while others were incredibly proud of theirs; they understood how much of a powerful tool these ratings could be, as a good Google rating can give a consumer the comfort to go ahead and purchase. Nevertheless, whatever you think of Google ratings and reviews, they're not going away anytime soon, so why not embrace them?

## If I was still a dealer, I'd be doing the following six things:

- 1. Live and breathe your Google ratings.**  
 Make your Google rating and reviews as important a metric in your business as sales and leads. Review it in Sales Meetings, celebrate increases and investigate drops.
- 2. Look for other ways to promote your Google ratings.**  
 Are you bringing it up in your calls and emails with prospective clients? What are other ways you can tell consumers about your Google rating and reviews? We've just added them to our Silent Salesman which you can download and place on your cars for customers strolling through your yard to see.
- 3. Incentivise all consumer touch points within your dealership.**  
 A lot of dealers I talk with have added bonuses to sales people who sell cars and receive a five star rating - which is great, but what about all the other touch points like people who visit the dealership but don't buy a car? How can you make sure everyone who has anything to do with your dealership has a great experience? Because you never know if they will leave a review for you or not.
- 4. Review competitor comments.**  
 What are consumers saying about your competitors? Is there something they're doing you can adopt?
- 5. Use as a lost sales tool.**  
 A lot of big companies invest in 'lost sales' research, in other words, why people didn't buy a car with them. With Google reviews you can get similar insights without spending a cent. What processes do you have in place to action feedback that comes through Google ratings and reviews?
- 6. Capture as many Google ratings as possible.**  
 What's your dealership's process for capturing Google reviews? Do you have processes in place to follow up consumers who have been in contact with the dealership in one way or another?



# How Autotrader is helping CMI Toyota Cheltenham attract qualified leads & increase customer walk-ins.

CMI Toyota offers new and used vehicle sales, service, and genuine Toyota parts and accessories. Its excellent customer service and competitive pricing have made it an award-winning dealership and one of South Australia's favourite Toyota dealers. Regan Anderson is the General Manager at CMI Toyota Cheltenham.

## Challenges

### Attracting customers & decreasing cost per lead

Running a profitable dealership in Australia can be a challenge. Advertising on online platforms can provide high lead volumes which may lead to some sales, but it can also deliver a lot of soft leads.

Regan knew that fielding a lot of questions like "where are you located?" and "what time are you open?" take up time and ultimately erode dealers' profitability. So he decided to start listing CMI Toyota Cheltenham's used vehicles on Autotrader.

## Solution

### A more transparent online auto marketplace

Autotrader takes a different approach to selling used vehicles online:

- They list information on the dealership, including photos, videos, address, maps, open times, and a range of contact methods.
- Dealer photos and Google Ratings let consumers see who they're buying from and feel comfortable taking the next step to contact the dealer.
- The Kelley Blue Book Price Advisor helps manage consumer expectations around price.

Regan gets all of these benefits and more. As a platinum package subscriber, he has exclusive access to all banner ads on his pages, a finance calculator, and priority dealer search.

## Results

### More walk-ins than ever before

While Regan requested anonymity for the number of vehicles actually sold, he was willing to share that **"walk-ins are at their highest level ever."**

He attributes this increase in part to the high-quality leads which find him through Autotrader.

He also says that consumers who find CMI Toyota Cheltenham through Autotrader are usually more qualified, and bring a "high level of inquiry" to the table when they want to buy a used vehicle.

About this case study: Autotrader AU didn't pay or provide any services in exchange for testimonials; all quotes were provided freely.

*"You're crazy not to list your used vehicles on Autotrader. When you consider the level of service, the initiatives they bring to the market, the size of their audience, the way they conduct their organisation, and their fair pricing, it's honestly a no-brainer."*

Regan Anderson, General Manager, CMI Toyota

*"When people find us through Autotrader, they usually already know details about our vehicles and our dealership, resulting in more high-level enquiries."*

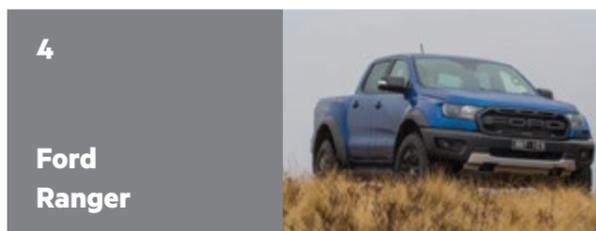
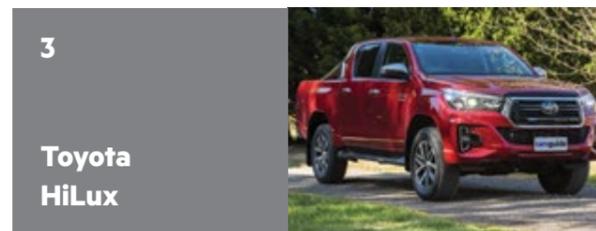
*"Leads from Autotrader are from buyers that are less likely to offer thousands less than our asking price. Plus, they're more ready to buy, know who they're dealing with, and know where we are."*



*"While we love all the enquiries we get through Autotrader, the real value is that it lists our location and encourages walk-ins. Walk-ins are at their highest level ever and with 70% of our walk-ins test driving vehicles our closing ratio has increased."*

# Top makes & models

CarsGuide and Autotrader classifieds most searched models for sale.

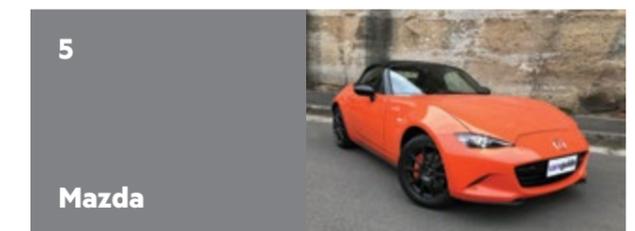
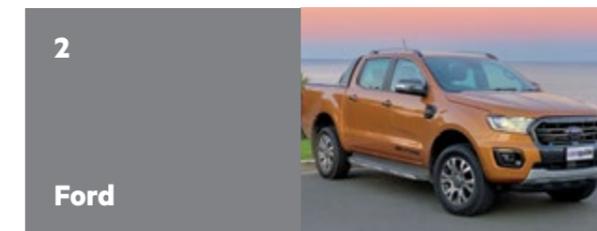


- |                            |                      |                    |
|----------------------------|----------------------|--------------------|
| 6 Toyota Corolla           | 11 Volkswagen Golf   | 16 Nissan Navara   |
| 7 Toyota LandCruiser Prado | 12 Nissan Patrol     | 17 Ford Mustang    |
| 8 Toyota RAV4              | 13 Mitsubishi Triton | 18 Toyota Kluger   |
| 9 Hyundai i30              | 14 Toyota Camry      | 19 Subaru Forester |
| 10 Mazda3                  | 15 Nissan X-Trail    | 20 Mazda CX-5      |

SOURCE: Google Analytics - carsguide.com.au and Autotrader.com.au

# Ranking by make

CarsGuide and Autotrader classifieds most searched car makes for sale.



- |                 |           |               |
|-----------------|-----------|---------------|
| 6 Mitsubishi    | 11 BMW    | 16 Land Rover |
| 7 Volkswagen    | 12 Honda  | 17 Jeep       |
| 8 Hyundai       | 13 Kia    | 18 Isuzu      |
| 9 Mercedes-Benz | 14 Audi   | 19 HSV        |
| 10 Subaru       | 15 Suzuki | 20 Lexus      |

SOURCE: Google Analytics - carsguide.com.au and Autotrader.com.au

# Ranking by bodystyle

CarsGuide and Autotrader classified  
Top 10 most searched car types for sale.

## Top 10 Sedans

- 1 **Holden Commodore**
- 2 **Ford Falcon**
- 3 **Mazda3**
- 4 **Toyota Corolla**
- 5 **Toyota Camry**
- 6 **Mitsubishi Lancer**
- 7 **Kia Cerato**
- 8 **Holden Cruze**
- 9 **Honda Civic**
- 10 **Subaru Impreza**

## Top 10 Hatches

- 1 **Toyota Corolla**
- 2 **Mazda3**
- 3 **Hyundai i30**
- 4 **Volkswagen Golf**
- 5 **Ford Focus**
- 6 **Kia Cerato**
- 7 **Honda Civic**
- 8 **Mazda2**
- 9 **Toyota Yaris**
- 10 **Subaru Impreza**

## Top 10 SUVs

- 1 **Nissan X-Trail**
- 2 **Toyota LandCruiser Prado**
- 3 **Toyota RAV4**
- 4 **Toyota LandCruiser**
- 5 **Mitsubishi Outlander**
- 6 **Mazda CX-5**
- 7 **Honda CR-V**
- 8 **Toyota Kluger**
- 9 **Mitsubishi ASX**
- 10 **Nissan Patrol**

## Top 10 Utes

- 1 **Toyota LandCruiser**
- 2 **Holden Commodore**
- 3 **Ford Falcon**
- 4 **Toyota HiLux**
- 5 **Ford Ranger**
- 6 **Nissan Patrol**
- 7 **Mitsubishi Triton**
- 8 **Isuzu D-Max**
- 9 **Holden Colorado**
- 10 **Nissan Navara**

SOURCE: Google Analytics - carsguide.com.au and Autotrader

# CarsGuide reviews

The car reviews that attracted the most views.

adventureguide
tradieguide
familyguide
expertguide

1

**Best Mid-size SUV Comparison Review**  
**CR-V vs CX-5 vs RAV4 vs Forester**



Source: Google Analytics - carsguide.com.au

2

**Ford Ranger XLT**  
**2019 Review**



3

**80 Series LandCruiser**  
**Used Review 1990-1998**



4

**Toyota Prado 2019**  
**Review: GXL**



5

**Subaru Forester 2.5i-S**  
**2019 Review**



**6** 4x4 Dual-Cab Ute: Top 6 Utes Compared (HiLux, Ranger, Colorado, Navara, D-Max & Triton)

**7** Subaru Forester 2.5i-S 2019 off-road review

**8** LandCruiser 79 Series GXL dual-cab 4WD 2018 off-road review

**9** Ford Ranger 2020 review: Wildtrak

**10** Kia Stinger 2019 review: GT

**11** Holden Colorado 2020 review: LSX

**12** Suzuki Jimny 2019 auto: off-road review

**13** Toyota LandCruiser 200 Series 2019 off-road review: VX

**14** Ford Ranger Raptor 2018 review

**15** Small Sporty Hatchbacks: We Compare 4 of the Best

**16** Mazda CX-5 vs Honda CR-V vs VW Tiguan vs Holden Equinox 2018 review

**17** Subaru Forester 2019 review: 2.5i

**18** Mazda CX-5 2019 review: GT turbo petrol

**19** Toyota RAV4 2019 review: GXL 2WD

**20** Mitsubishi ASX Exceed 2019 review

SOURCE: Google Analytics - carsguide.com.au

# CarsGuide news

The car news articles that attracted the most views.

SOURCE: Google Analytics - carsguide.com.au

1

Toyota LandCruiser 300 Series - what we know so far



2

Kia and Hyundai's new ute: Five reasons you should be excited about Korea's Toyota HiLux rival



3

Kia ute's secret weapons in the fight against the Toyota HiLux and Ford Ranger



4

Meet the Chinese brands gunning for the Toyota HiLux: The cut-price challengers coming to shake up the ute market



5

Ford Mustang GT500 2020 confirmed for Oz, but you won't believe the price



- 6 Why the Ram 1000 dual-cab is definitely not the Toyota HiLux rival you've been waiting for...
- 7 Is this the plan to revitalise Holden?
- 8 Turbocharged Mazda3 hot hatch confirmed, but there's a catch...
- 9 Mitsubishi Pajero 2020 pricing and spec confirmed: Three-variant line-up cut to just two
- 10 Tesla halves new-vehicle warranty period

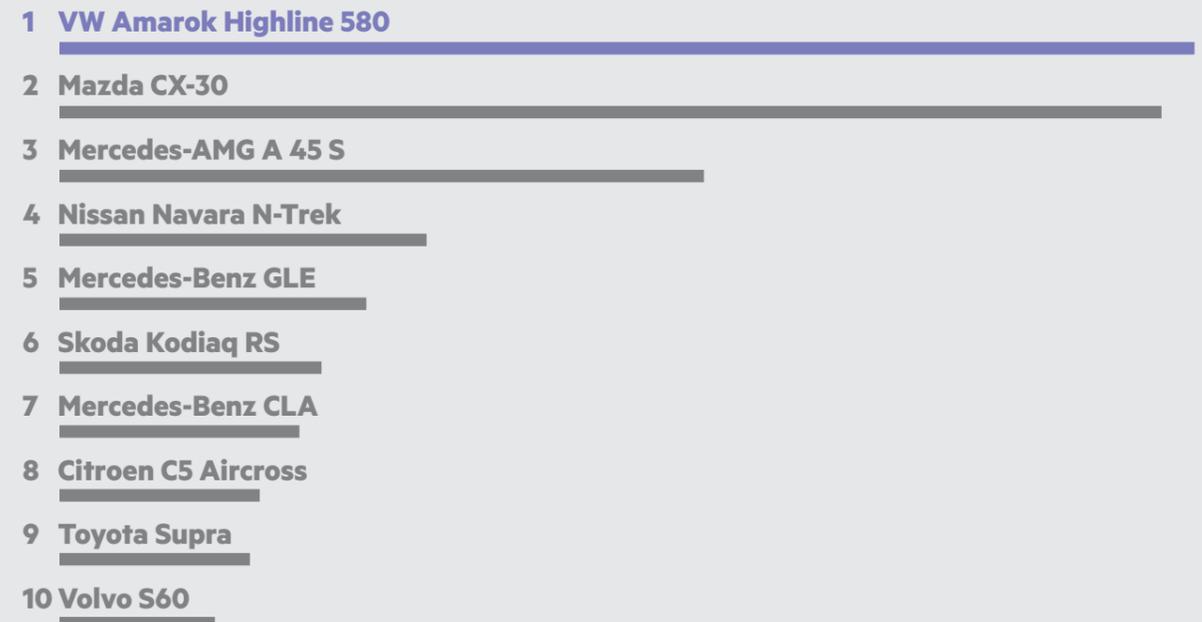
- 11 New Toyota HiLux 2020: Everything you need to know about refreshed Ford Ranger rival
- 12 Cadillac CT5 2020 caught testing in Australia: Is this the next Holden Commodore?
- 13 Where does Holden go from here?
- 14 Kia ute confirmed! "Work has begun" on new dual-cab to tackle the Toyota HiLux
- 15 American invasion: Meet the five huge pick-ups coming for your Toyota HiLux and Ford Ranger

- 16 Defender Ute! Land Rover considering Ford Ranger rival
- 17 Hyundai's Ranger Raptor rival: New Korean ute could get a go-fast N version
- 18 Hyundai Palisade 2020: Huge Toyota Kluger-rivalling SUV firms for Australia
- 19 Toyota HiLux 2020 upgrades announced
- 20 Subaru Forester, XV eBoxer hybrids arriving in early 2020

# Major launches

Popularity of launches this quarter based on four weeks of pageviews.

## Top 10 views



SOURCE: Google Analytics - carsguide.com.au



# YouTube snapshot

Q3 Top performing videos and statistics.

## Kia Seltos 2020 review



**2:25**

Average view duration

**168,995**

Total views

**409,106 minutes**

Total watch time

## Ford Ranger 2020 review: Wildtrak



**3:30**

Average view duration

**80,241**

Total views

**281,387 minutes**

Total watch time

## Mazda CX-30 2020 review



**1:50**

Average view duration

**107,128**

Total views

**197,250 minutes**

Total watch time

## Subscriptions

**+10.3K** – Total subs now **96.5k**

## Views

**4.2M**

## Viewable minutes

**13.8M**

SOURCE: YouTube Analytics

# Contact us

Let us show you how your brand can get maximum exposure on one of Australia's leading automotive marketing ecosystems.

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