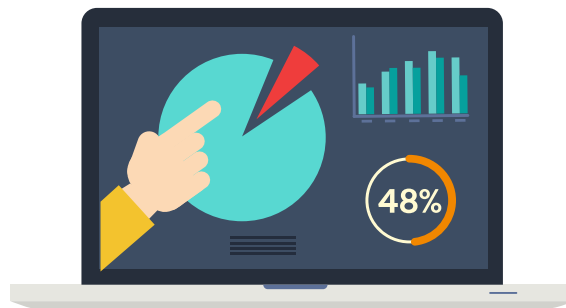


Data and insight



Auto Trader is the UK's largest digital automotive marketplace and a barometer for the UK car market

With over 70% share of all time spent on automotive classified sites, our data gives the most accurate picture in the market of trends and changes – across both the new and used car markets.

Our live information on prices, searches, consumer and industry insights can help answer questions like:

- How has a market or macro event affected consumers? Has it affected the popularity of certain makes or models?
- How are prices changing for a particular make, model or fuel type? What is the underlying trend?
- Are consumers' budgets changing?
- What are the most popular models at any given time?
- How are car buyers feeling about electric vehicles?

Our data is unparalleled for scale and accuracy. Auto Trader is the UK and Ireland's largest digital automotive marketplace: we list around 450,000 cars each day, and attract c.55 million cross platform visits each month. 80% of UK automotive retailers advertise on our platform.

55m

cross platform visits on Auto Trader each month

70%

of all time spent on automotive classified sites is with Auto Trader

450k

cars are listed on Auto Trader each day

Our spokespeople



Nathan Coe

CFO & COO

Business strategy, industry commentary

Nathan has been with Auto Trader for 10 years and is responsible for the day-to-day operations and shaping our strategy to ensure we remain at the forefront of industry developments.



Ian Plummer

Manufacturer & Agency Director

Industry insight and trends

Ian is an authority on industry trends with extensive manufacturer and retailer experience, and industry insight and car buyer trends.



Catherine Faiers

Operations Director

Consumer and transport insight

Previously COO at Addison Lee and Director at Trainline, Catherine is an expert on consumer behaviour, travel trends and the evolving mobility landscape.



Erin Baker

Editorial Director

Motoring insight, consumer trends

Erin is Auto Trader's resident consumer expert, and the Telegraph's former Motoring Editor. She leads our editorial team, producing content to help consumers with their buying decisions.



Karolina Edwards-Smadja

Director of Commercial Products

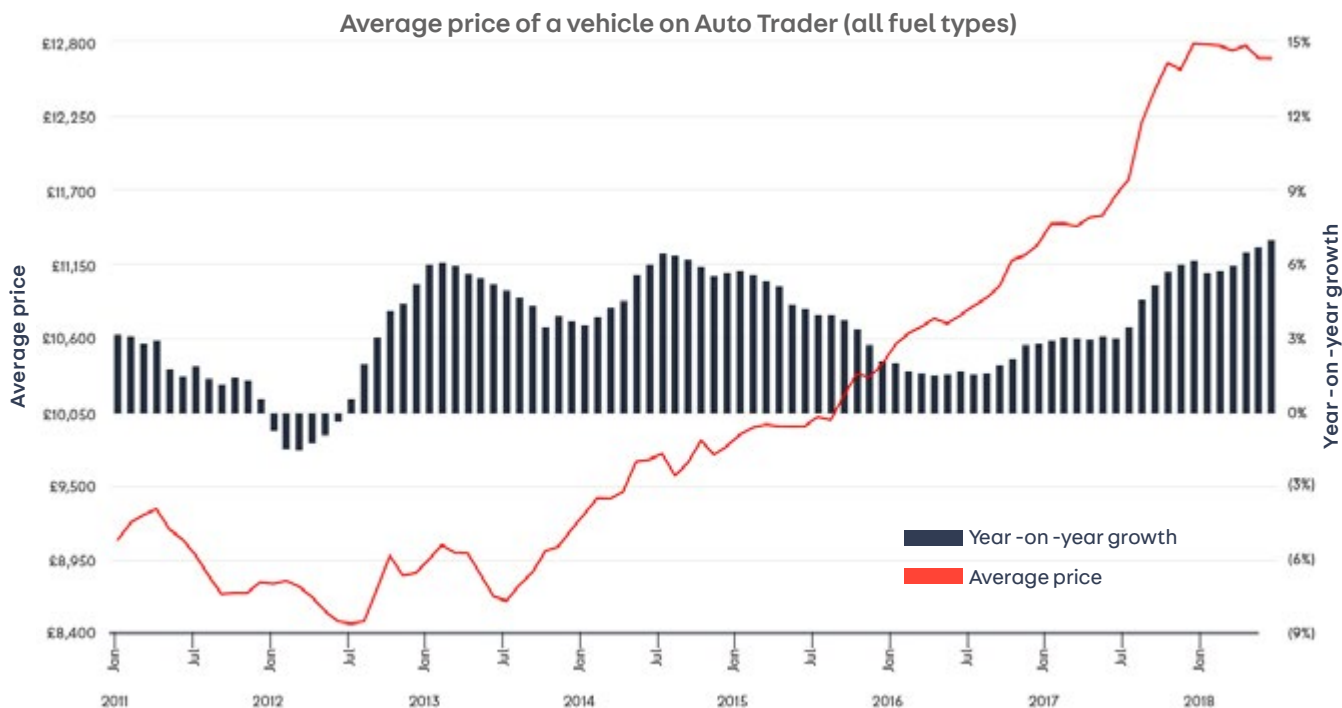
Pricing and search trends, consumer and retailer insight

Karolina looks after Auto Trader's consumer and retailer products, and created the Auto Trader Retail Price Index.

Our regular industry reports

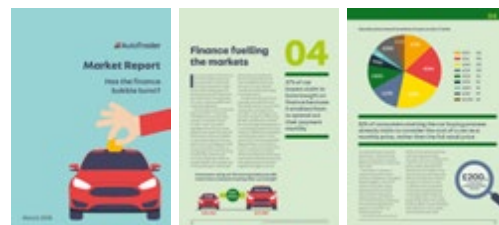
Auto Trader Retail Price Index

The Auto Trader Retail Price Index is published monthly and provides an overview of the latest price and search data from our marketplace. It combines and analyses data from c. 500,000 trade used car listings every day, as well as additional dealer forecourt and website data (OEM, fleet and leasing disposal prices and pricing data from over 3,000 car dealership websites and data from major auction houses across the UK), ensuring the Index is an accurate reflection of the live retail market.



Auto Trader Market Report

Our bi-annual review of the new and used car markets, consumer car buying behaviour, and data and insight compiled from our marketplace. Published twice a year around the time of the plate change, the report includes insights from a survey of 13,000 motorists and commentary from industry experts, manufacturers and retailers.



Our data



Pricing

Live price data split by;

- fuel type
- make and model
- region

Our unique pricing tools allow retailers to fine tune their prices according to local demand.



Searches

Monthly search data split by;

- fuel type
- make and model
- budget
- region

The best possible view of consumer desirability and popularity.



Consumer insights

- How is buying behaviour changing?
- What are consumers searching for?
- Are more consumers using car finance?
- Do consumers care about going green?



Industry insights

- Key trends in the new and used car markets
- What are we hearing from our manufacturer partners?
- How will new mobility models affect the car market?
- What is the future of the connected car?