

INVESTOR DAY
2010

Dealer Smart Solutions Demo

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TRADER^{RE}



Promote. Optimise. Convert.

Trader Introduced Smart Solutions in 2009

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Automotive

Real Estate

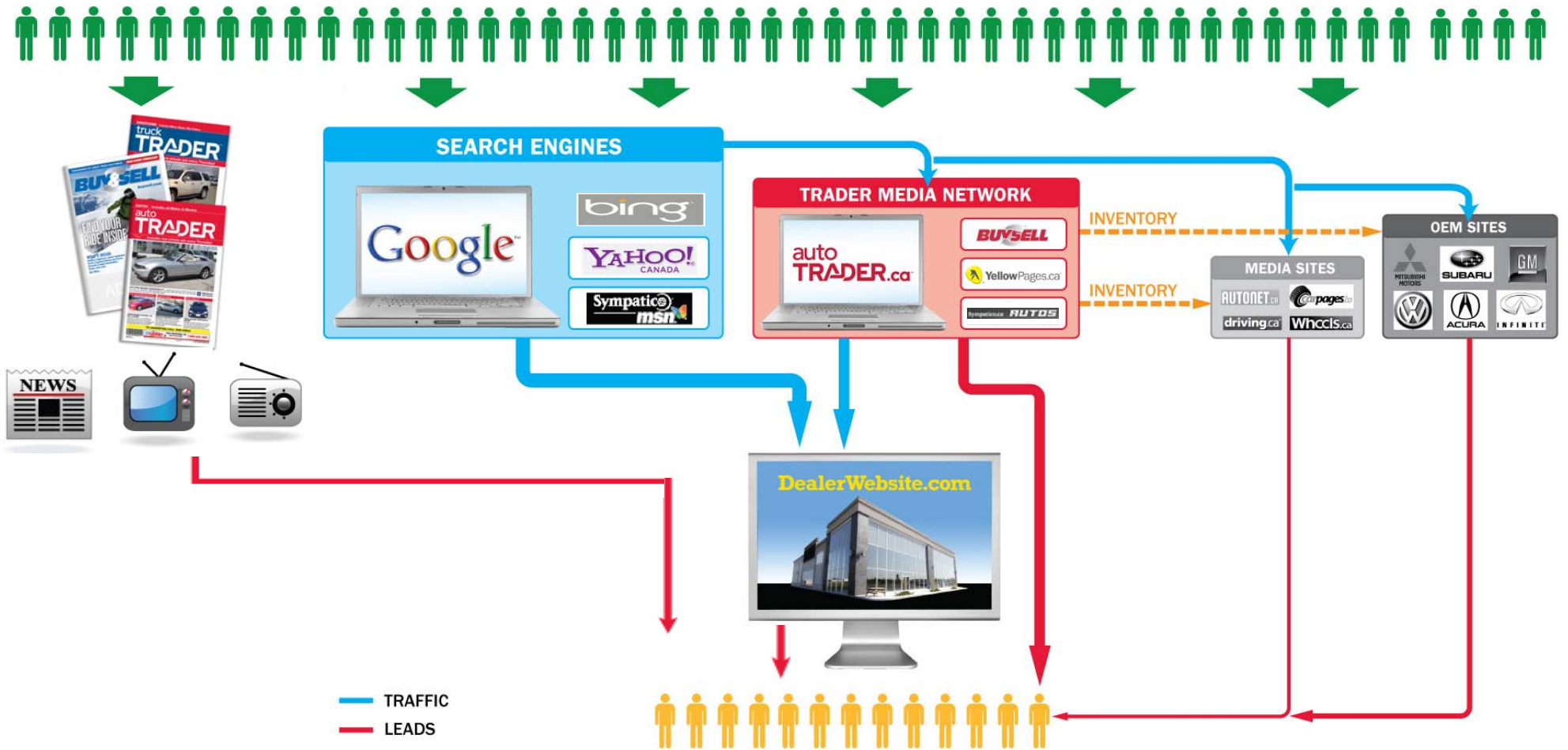
Generalist



Passenger Vehicle



Market Needs: Consumers



They use automotive media and search engines

Statistics on Consumers Behaviour: Pre-Owned Car Search



63% of car buyers went online after seeing the dealer they bought from in offline media

Source : Canada Auto Survey, août 2008, Media-Screen LLC



52% of consumers visits to Dealer Websites originate from Specialized Media and Manufacturers (OEM) sites **

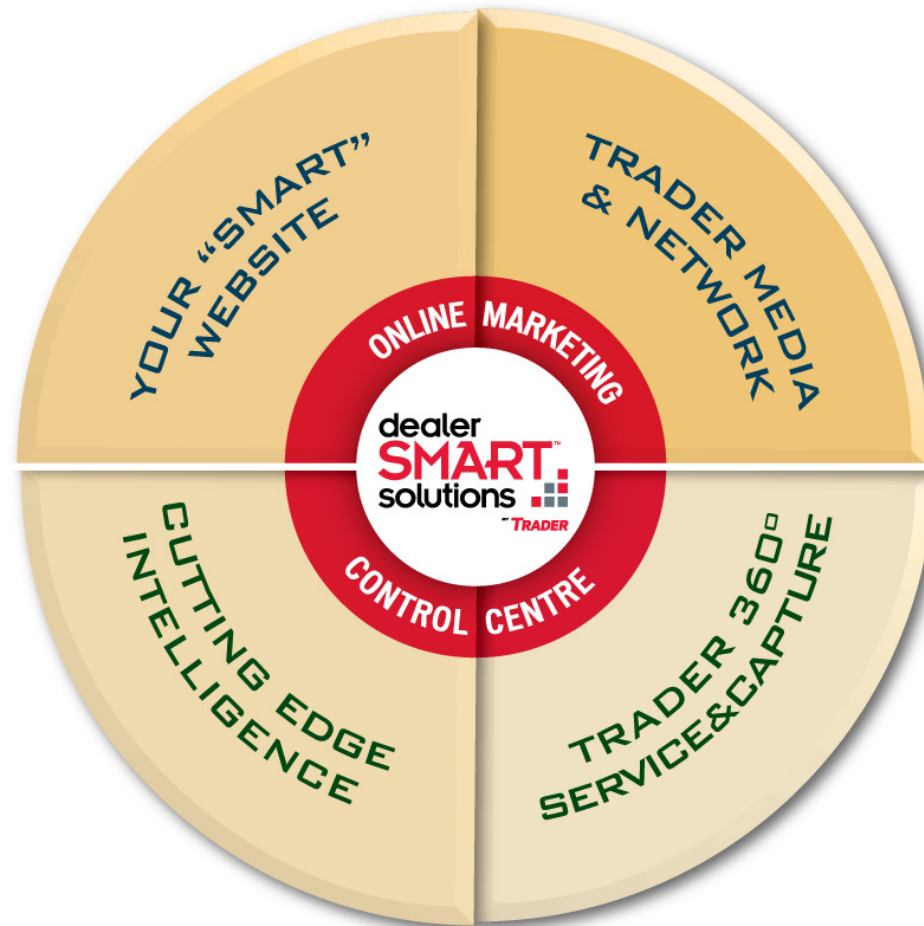


37% of consumer visits are attributed to the dealer brand, i.e., typing the dealer www address or typing the Brand in a Search Engine **



11% of consumer visits comes from typing and vehicle in a search engine (year make model location) or a request on finance, parts or service for a specific location **

Managing the ratio is critical for capturing all leads



A unique integrated solution supported by experts



Full Lot Capture



- All-in-one camera, VIN scanner & data entry technology - powered by Kelly Blue Book
- Complete, accurate information makes your vehicles easier to find by search engines and car buyers
- Greater speed and accuracy
- Consistent presentation online
- The fastest way to publish your inventory online

Make all of your vehicles “search-friendly”



The Top 14 Photos Essential For Evaluating a Vehicle

1. Driver Side Interior Angle (57%)



2. Front Exterior (55%)



3. Driver Front Angle (53%)



4. Passenger Front Angle (53%)



5. Driver Side Exterior Angle (53%)



6. Passenger Side Exterior (51%)



7. Driver Side Interior (49%)



8. Rear Exterior (47%)



9. Passenger Rear Angle (46%)



10. Engine Bay (46%)



11. Back Seat (43%)



12. Driver Rear Angle (41%)



13. Odometer/Mileage (40%)



14. Console/Dashboard (38%)



Percentages shown indicate how many respondents selected a particular photo as essential

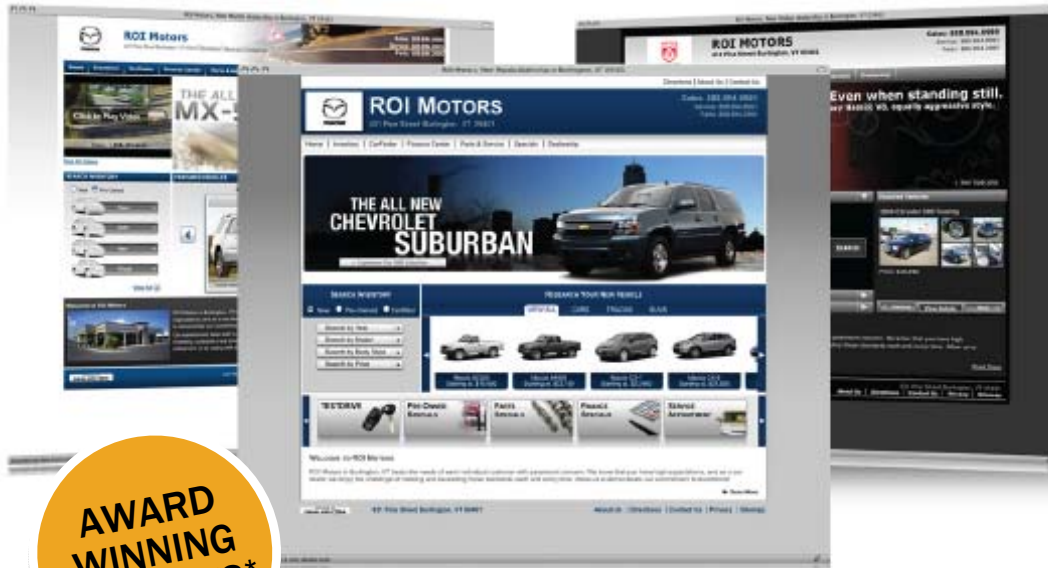
- Optimized to match the expectations of consumers
- Consumers can assess a vehicle to make an informed decision



Designed to fit the way people shop for cars



Your “Smart” Website



**AWARD
WINNING
WEBSITES***

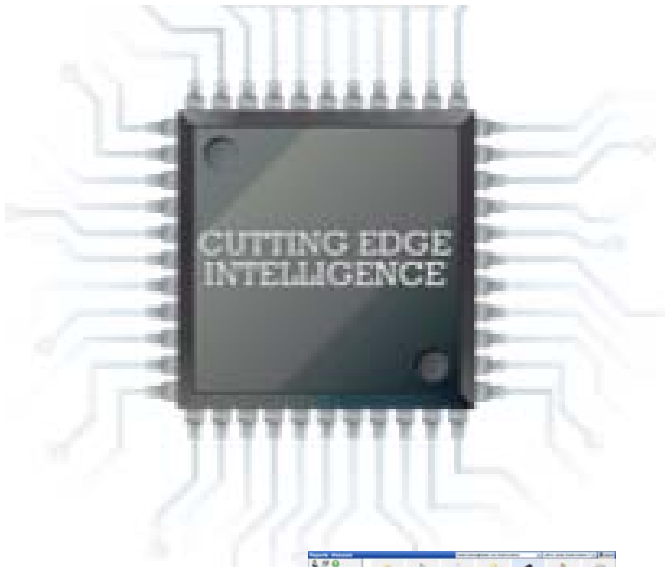
Built by **DEALER.COM**

- Search engine optimized
- Built to generate leads
- Scalable

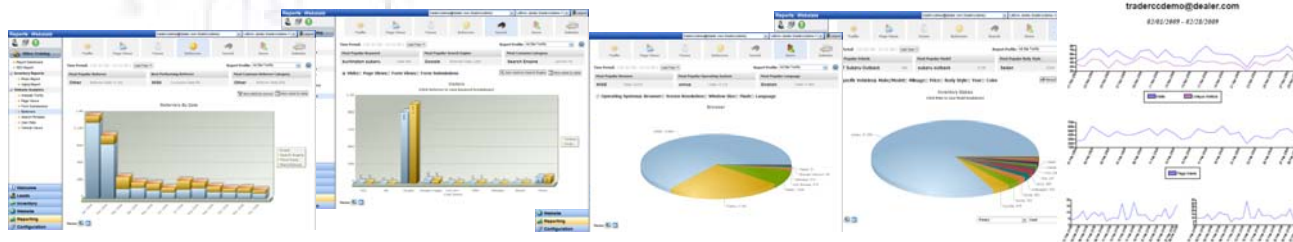
Best in class. Built to drive traffic and leads



Cutting Edge Intelligence



- Inventory management
- Media performance management
- Cost per lead tracking
- Website performance analytics
- Search engine analytics



Understand what works and what doesn't

What Trader Measures for Dealers



- **Search Engines:**
 1. Name Search
 2. Inventory and Featured Vehicle
 3. Financing Services
 4. Parts
 5. Service
 6. Promotions
- **Traffic to Leads Conversion Ratio:**
 1. Visits
 2. Visitors
 3. Leads
- **Leads Source and Leads Type:**
 1. Trader
 2. 3rd Party
- **Leads Management:**
 1. Turnaround Time by Lead Type
 2. Leads Tracking Performance by User
- **Traffic Source:**
 1. OEM
 2. Specialized Media: Trader and 3rd Party
 3. Search Engines
- **Website Performance:**
 1. Phone Leads
 2. Form Leads
 3. Page Views
 4. Consumer Demands
- **Media Mix Performance:**
 1. Traffic
 2. Leads
 3. Cost/Leads
 4. SEM
- **Inventory Performance:**
 1. Aging
 2. Consumer Demand
 3. Benchmarking

Evolution of the Solution to Other Segments

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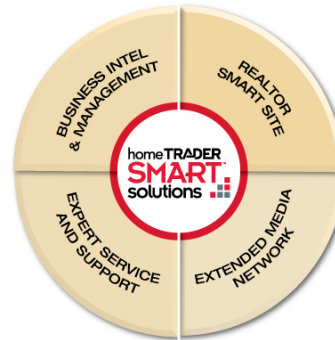
Automotive



Passenger Vehicle

Non Passenger Vehicle

Real Estate



Resale Brokers
& Resale Agents



Builders



Property Managers



Generalist