

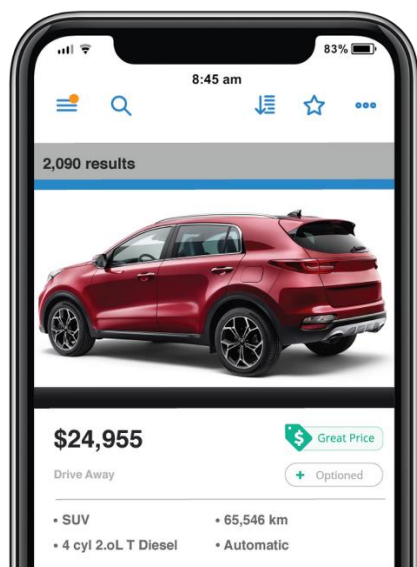
22 October 2018

## Know a good thing when you see it – spot value with the new **green tag**

carsales.com.au has released a new tool across its website and app called carsales Price Indicator, which provides a free service that delivers information to improve consumer confidence when shopping for a new or used car.

Kellie Cordner, Chief Marketing Officer for carsales said; “Price indicator is the first of its type for the Australian consumer auto category, designed to help people in Australia, who are on their journey to vehicle ownership, to buy with confidence and ease by eliminating the guessing game when it comes to price.”

Cordner added: “carsales Price Indicator quickly and transparently highlights cars that have a Good Price or Great Price on carsales.com.au by labelling them with a green visual tag, which is seen on both the listing pages and details pages across our carsales app and website.”



“carsales aims to make the buying and selling process seamless, and the launch of Price Indicator clearly demonstrates carsales’ commitment to invest in new technology to positively improve the buying and selling experience for our consumers,” Cordner added.

## How does the new carsales Price Indicator work?

To determine if a car has a Good Price or Great Price, carsales compares the car's price against the market average price of similar cars recently listed on carsales.

There are a number of factors that carsales has considered when calculating the market average price, they are:

- Make, model and badge including year, engine size, body style and transmission
- Standard features
- Kilometres

"If the car is a Good Price it will sit within the average market price range for like cars, but if it's a Great Price it will be below the average market price range," explained Cordner.

carsales' Price Indicator cannot be purchased as an add-on or removed from a listing.

"carsales Price Indicator is dynamic and based on live market pricing and can vary from day to day, even if the car's advertised price stays the same," revealed Cordner.

However, not all cars qualify for Price Indicator; carsales does not include:

- Cars with many options included
- Cars priced under \$5,000 or over \$70,000
- Cars under 2 years old or over 15 years old
- Cars that we have been told have hail damage or have been written off.
- Cars that have insufficient data

"We hope Price Indicator fast becomes a valued reference tool for our consumers," said Cordner.

"As the price of a car is affected by different factors, such as the condition and extras, it is the buyer's responsibility to make his or her own assessment of the car before purchase, like having a qualified RedBook Inspect mechanic examine the vehicle and provide a condition report, so they can buy with confidence and peace of mind," concluded Cordner.

### FOR FURTHER MEDIA INFORMATION CONTACT:

Sarah-Lucy Rice  
sarah.rice@carsales.com.au  
+61 (0)419 324 445

### ABOUT CARSALES.COM LTD

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Together with its subsidiaries employing more than 600 people in Australia, carsales.com Ltd. develops world leading technology and advertising solutions that drive its business around the world.

The carsales.com Ltd. network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Mexico, Chile, Argentina and Colombia.

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