

## Media release

### Buyers making tracks to caravancampingsales.com.au

Melbourne, 24 February 2016

The strength of the Australian caravan, camping and outdoor lifestyle market is proving resilient to global economic uncertainty with 2016 getting off to the best ever start on caravancampingsales.com.au.

According to Rhett Dallwitz, General Manager caravancampingsales.com.au, the prospects for the Carsales.com owned site are extremely positive with significant traffic growth and brand health.

“In a recent brand health survey carried out by Data2Decisions<sup>1</sup> for Carsales.com Limited, caravancampingsales.com.au proved to be performing extremely well in the market,” said Dallwitz.

“Brand awareness is high amongst buyers at 88% and would be likely to use the site for buying new or buying or selling used and researching caravans. Almost 40% (38.1%) of this group stated that caravancampingsales.com.au was their preferred site for buying new or buying or selling used and researching caravans”.

This brand awareness is translating into traffic and sales with the site showing 25% year on year growth including a record 953,776 sessions in January 16<sup>2</sup>.

“caravancampingsales.com.au is proving to be a real success story for the group. The growth in traffic and buyers coupled with the increasing inventory are delivering more qualified leads to our dealers,” said Dallwitz. “Given the strong start to the year, we are looking forward to significant growth across the site which is great news for our customers”.

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*For further information, interviews, photography, please contact:*

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#### **About carsales.com Ltd**

caravancampingsales.com.au is a Carsales.com Limited business. carsales.com Ltd (ASX: CAR) is the largest online automotive, motorcycle and marine classifieds business in Australia. Attracting more Australians interested in buying or selling cars, motorcycles, trucks, caravans and boats than any other classified group of websites. Together with its subsidiaries employing more than 600 people in Australia, carsales develops world leading technology and advertising solutions that drive its business around the world. The carsales network has operations across the Asia Pacific region and has interests in leading automotive classified businesses in Brazil, South Korea, Malaysia, Indonesia, and Mexico.

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<sup>1</sup> **Caravan Camping Sales Appeal Conversion Rate** source: Data2Decisions, Brand Health Research Report (N=500), Nov 2015

<sup>2</sup> **25% YOY session growth** (Jan 16: Jan 15) including a record source: Nielsen, Market Intelligence, Jan 15, Jan 16