

## Carsales.com Ltd rolls out its first Spanish language site with upgrade in Mexico

**8 November 2016:** The Carsales.com technology team in Melbourne has rolled out its global technology platform to soloautos.mx, one of the leading automotive classified websites in Mexico.

Carsales.com Ltd took a 65% controlling share in soloautos.mx last year and this quarter rolled out its proprietary platform in Spanish for the first time.

Chief Product and Information Officer at carsales.com Ltd Ajay Bhatia said the world-class software/platform was developed by the company's talented product and technology team.

"carsales.com Ltd is pushing into global markets which is providing us with some amazing opportunities to develop and expand this type of technology," he said.

"carsales has been able to create a leading brand by developing some really great technology and the fact that we can use economies of scale to implement this technology in countries around the globe shows that there are some great opportunities to develop and work on global solutions from Melbourne."

Paul Barlow, carsales Director International, said Mexico was attractive because it has the second largest economy in Latin America with internet usage nearing 50% of a population of over 120 million people.

"We see a great opportunity in this relatively new online auto classifieds market in a growing automotive industry," Mr Barlow said.

Carsales.com Ltd has a growing international portfolio with operations in Mexico, Chile, Brazil, Malaysia, South Korea, Indonesia and Thailand.

Mr Bhatia said that the company's global expansion has given their 160 technology staff in its Melbourne headquarters, and more internationally the opportunity to work closely together on a distributed global platform.

Mr Bhatia said the Technology team had implemented several changes to soloautos.mx, including:

- Rebranding soloautos.mx in line with the carsales brand guidelines.
- Integrating carsales' award-winning search platform (Ryvuss search) into the website.
- Introducing a new simplified sell workflow which immediately saw uplift in conversion.
- Introducing a new streamlined buying experience which also significantly improved all buyer vibrancy metrics.
- Moving soloautos into Amazon Web Services which provided an immediate uplift in scalability, reliability, disaster recovery options and response times.
- New display advertising options which offer dealers, finance companies and insurance companies a more targeted and integrated advertising products.

- Greater backend integration into carsales' Autogate lead management system (also in Spanish)

"This is certainly an exciting time for carsales, soloautos and Mexicans looking to buy and sell cars," Mr Bhatia said.

"The most exciting aspect of our global platform journey is that this is only the beginning and we have already launched a beta version of our platform into Chile (beta.chileautos.cl) with many more products slated to launch in the coming months."

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Will Clarke

Communications and PR Manager

03 9093 4505 / 0468 971 536

[will.clarke@carsales.com.au](mailto:will.clarke@carsales.com.au) / [@willclarkeinoz](https://www.instagram.com/willclarkeinoz)

## **About carsales.com Ltd**

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 Mexico, Chile, Brazil, Malaysia, South Korea, Indonesia and Thailand. Find out more at [www.carsales.com.au](http://www.carsales.com.au) or @carsales