

# carsales com Ltd

## Year End Results Presentation to 30 June 2012

 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravancampingsales.com.au

 quicksales.com.au

 trucksales.com.au

 farmmachinerysales.com.au

 constructionsales.com.au

 plantmachinerysales.com.au

 discountnewcars.com.au

 prestigeneccars.com.au

 discountusedcars.com.au

 motoring

 CarPoint.com.au

 BikePoint.com.au

 BoatPoint.com.au

 mediamotive

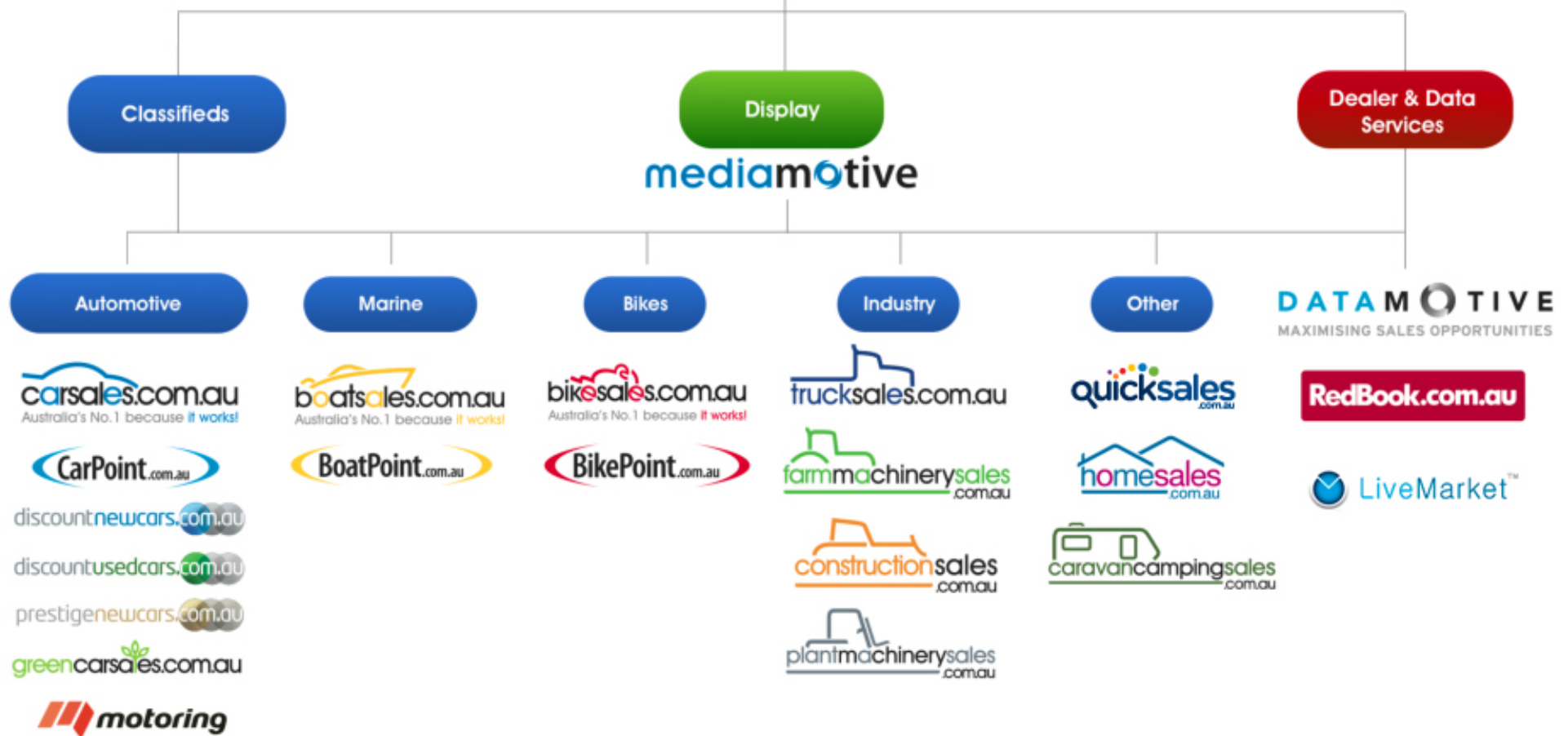
 DATAMOTIVE

 RedBook.com.au  
THE PRICING AUTHORITY

 LiveMarket™

# Organisational Structure

**carsales**  **com Ltd**



Mobi sites



Our Apps



Motoring App  
for Apple iPad



# carsales com Ltd

## Performance Update

 carsales.com.au

 bikesales.com.au

 boatsales.com.au

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THE PRICING AUTHORITY

 LiveMarket™

# Organisational Structure

## Operational Performance

- Continued strong growth in automotive enquiry volumes up 14% on pcp.
- Enquiry volumes on new cars up 23% on pcp. New car inventory levels up 22% to over 48,000 new cars.
- Overall automotive inventory up 6.7% to 216,000 cars online.
- Continued strong revenue growth in display advertising with Mediamotive growing 47% on pcp.
- Private revenue up 3% on pcp. Automotive was flatter through H2 as we maintained our standard ad pricing to protect our strong market position.
- Non automotive verticals all continued to perform strongly across private, dealer and display advertising. The verticals that stood out were bikes, industry and caravan & camping
- Dealer & Data services had a stand out year demonstrating particular strength in LiveMarket customer acquisition, Redbook , video and CarFacts for the private seller segment.
- Many, many new products and features released throughout the past twelve months and a number with good potential. Expect the pace of product development to continue over the coming twelve months.

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## Market Dynamics

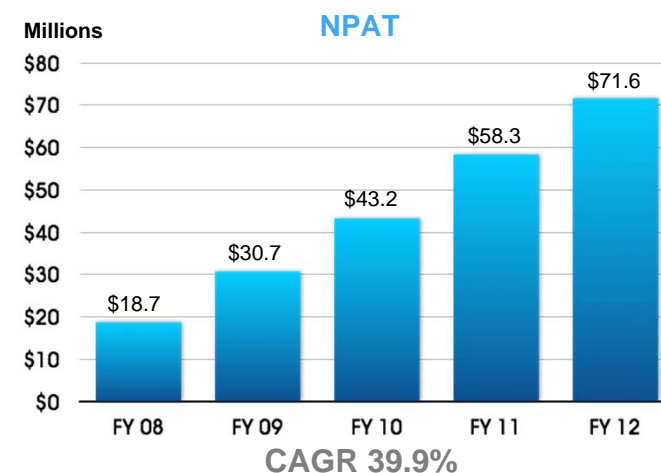
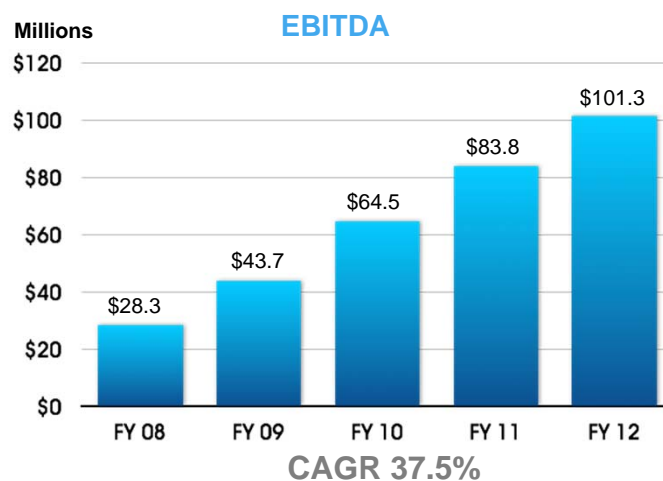
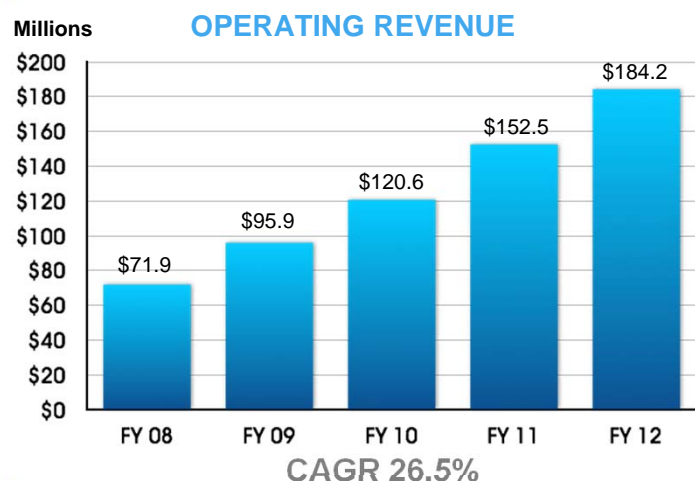
- Automotive sales of new vehicles have demonstrated resilience over the past six months as stock levels have returned to normal post the natural disasters in Thailand and Japan last year.
- Migration to mobile devices continue to gain momentum with mobile traffic up 127% on pcp
- Online automotive classified advertising market dynamics evolved over the past twelve months and the company is pleased with how it has responded to this more competitive landscape.



# Financial Overview

- Continued solid growth in Operating Revenue to \$184.2m, up 21% on pcp.
- EBITDA up 21% on pcp to \$101.3m and EBITDA margins steady at 55%.
- Operating cashflow of \$74.2m, up 23% on pcp.
- EPS of 30.6 cents per share, up 23% on prior full year (H2 FY2012 16.5 cents per share, up 25% on prior H2).
- Final FY2012 dividend of 13.2 cents per share declared (Interim FY2012 dividend of 11.3 cents per share). Additional special dividend of 6.0 cents per share.
- Capex spend of \$5.6m, up 300% on pcp. Underlying capex spend of \$1.3m (FY 2011 \$1.4m) and \$4.3m spent on the Richmond building relocation.
- Headcount rose to 388 full time equivalents up 6% on pcp.
- Acquired 1,501,499 shares at a total cost of \$6.9m during FY 2012 in the on market share buy back that ceased on June 8<sup>th</sup> 2012.

Year Ending 30 June 2012	\$A Millions		Growth	
	FY2011	FY2012	\$'s	%
Operating Revenue (Excluding Interest Revenue)				
Online Advertising	133.5	160.2	26.7	20%
Data & Research	19.0	24.0	5.0	26%
Total Operating Revenue	152.5	184.2	31.7	21%
Operating Expenses (Before Interest and D&A)	68.7	82.9	14.2	21%
<b>EBITDA</b>	<b>83.8</b>	<b>101.3</b>	<b>17.5</b>	<b>21%</b>
EBITDA Margin	55%	55%		
D&A	2.7	3.3	0.6	22%
<b>EBIT</b>	<b>81.1</b>	<b>98.0</b>	<b>16.9</b>	<b>21%</b>
Net Interest Expense	(1.0)	(1.3)	(0.3)	30%
<b>Profit Before Tax</b>	<b>82.1</b>	<b>99.3</b>	<b>17.2</b>	<b>21%</b>
Income Tax Expense	23.8	27.6	3.8	16%
<b>Net Profit After Tax</b>	<b>58.3</b>	<b>71.6</b>	<b>13.3</b>	<b>23%</b>
Earnings Per Share (cents)	25.0	30.6	5.6	23%
Net Operating Cashflow (Before Capex)	60.1	74.2	14.1	23%
Capex	1.4	5.6	4.2	300%

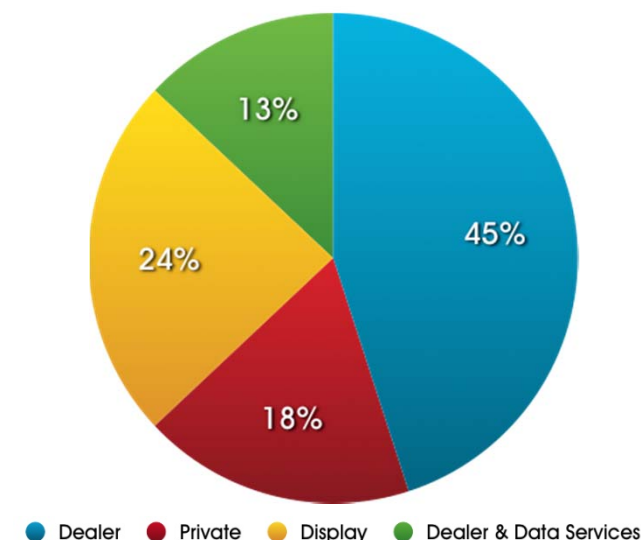


# Revenue Segment Performance

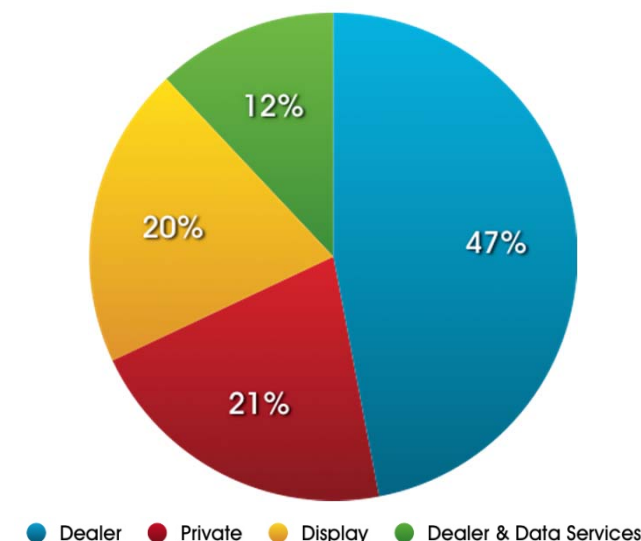
Year Ending 30 June 2012	\$A Millions		Growth	
	FY2011	FY2012	\$'s	%
Operating Revenue				
Dealer	71.5	83.3	11.8	16%
Private	32.2	33.3	1.1	3%
Display	29.8	43.7	13.9	47%
Dealer & Data Services	19.0	24.0	5.0	26%
<b>Total Operating Revenue</b>	<b>152.5</b>	<b>184.2</b>	<b>31.7</b>	<b>21%</b>

- Dealer continued to maintain a healthy growth rate throughout H2 FY2012. New car enquiry volumes were once again very strong up 23%, while used car enquiry grew at low double digit rates. Customer acquisition continued to grow at a steady pace, with automotive customer numbers now comfortably over 3,000.
- Mediamotive had another great year and continued to grow impressively throughout H2 FY2012. Revenue in H2 grew 44% on pcp with automotive being the key vertical growth driver.
- Private performed in line with H1 FY2012 and did not leverage a traditional annual price rise on standard ads. New product releases late in FY2012 and FY2013 will continue to support the ability to expand yield in private going forward.
- Dealer and Data services performed very strongly throughout the financial year, but were particularly strong in H2 FY2012 growing 28% on pcp. LiveMarket, Redbook and other products like video all making good contributions.

FY2012 SEGMENT REVENUE

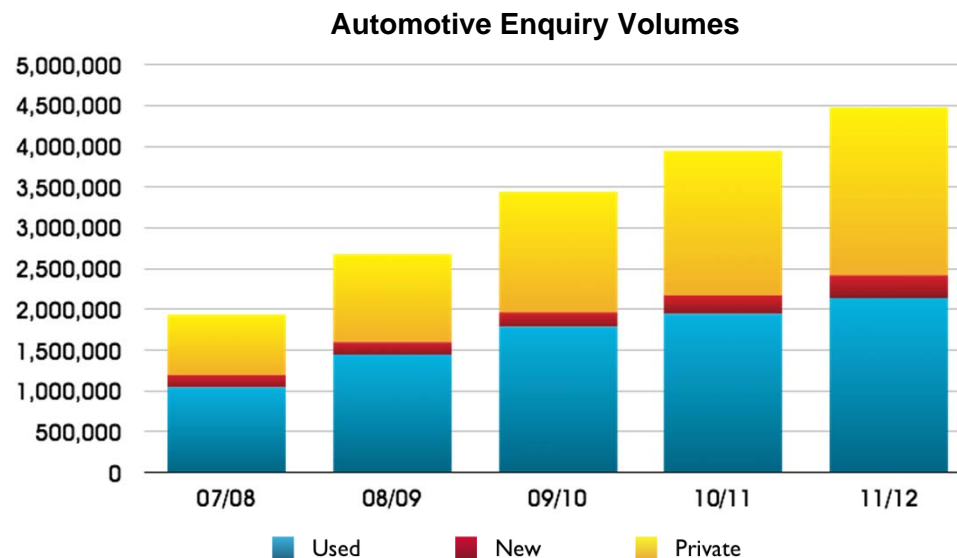


FY2011 SEGMENT REVENUE

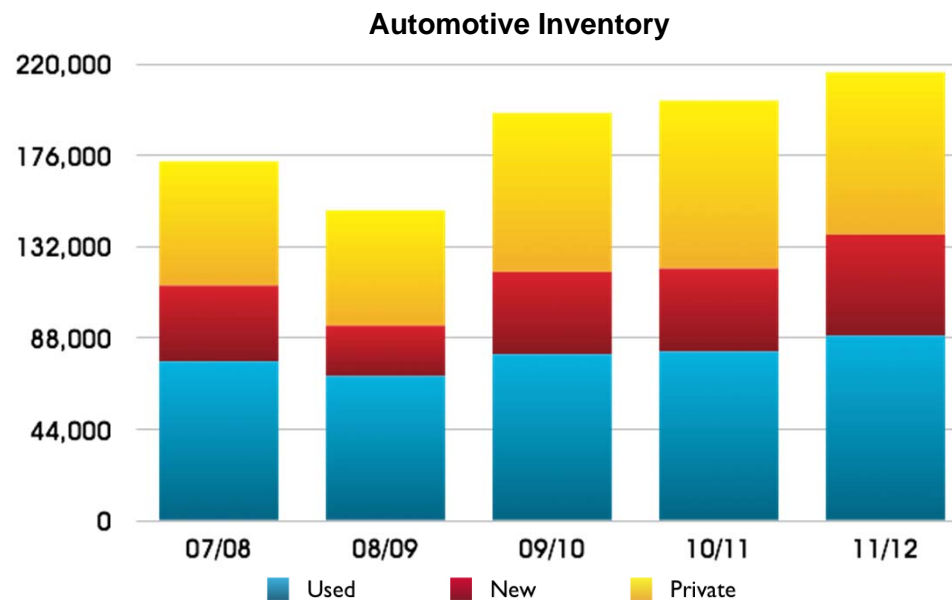


# Organisational Metrics

- **Automotive enquiry volumes grew 14% on pcp**
- Dealer enquiry volumes remained robust growing 11% overall on pcp, with new enquiry volumes particularly on in-stock new cars once again up solidly by 35% on pcp.
- Private vehicle enquiry volumes once again continued to grow steadily throughout the year and were up 16% on pcp



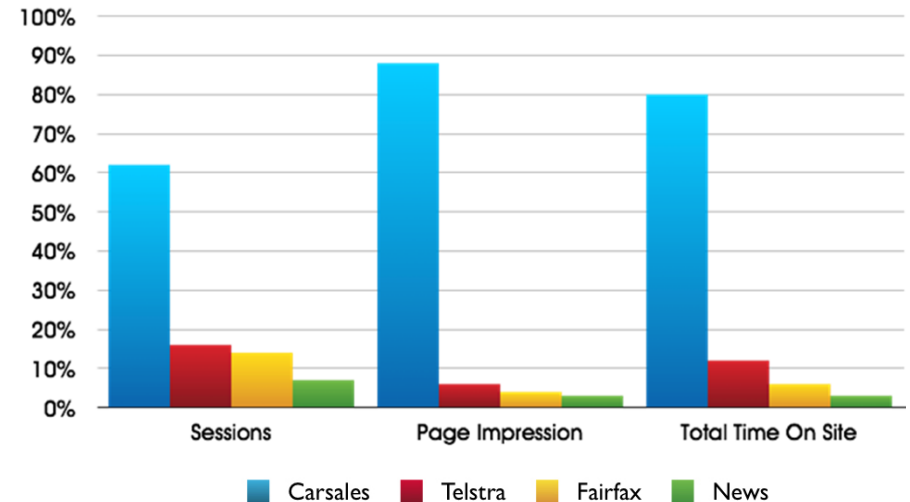
- **Automotive inventory volumes increased to around 216,000 vehicles up 6.7% on pcp.**
- New car inventory jumped 22% to around 48,000 vehicles, helped in part by stock levels returning to normal and ongoing growth in customer acquisition to our new car product offering. Dealer used inventory grew to around 89,000 vehicles.
- Underlying private inventory remained consistent on pcp to around 78,000 cars.



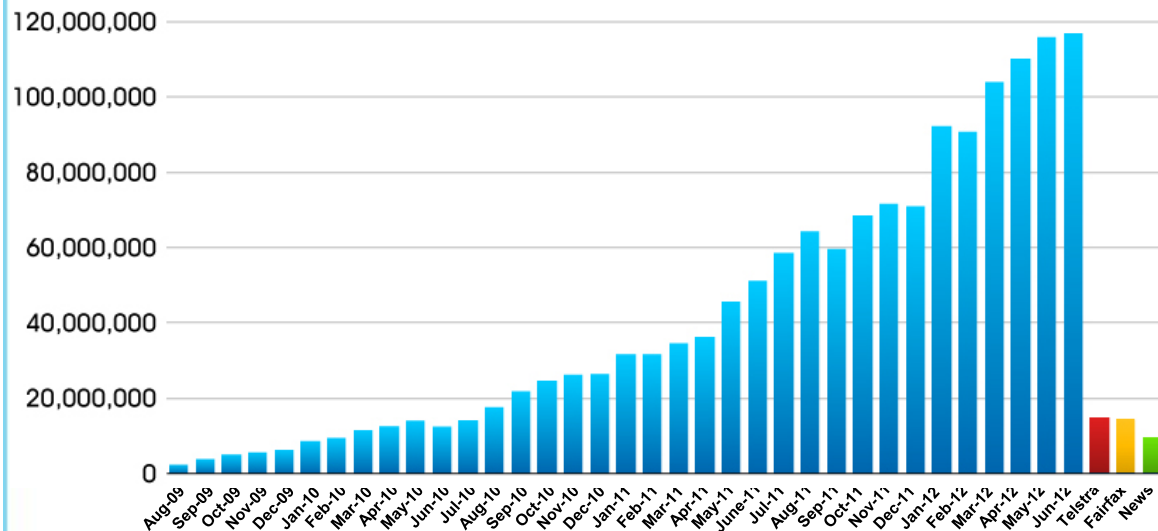
# Industry Landscape

- Continued to maintain significant market share in traffic throughout the year\*.
- 80% of all time spent looking at automotive classifieds websites around Australia was done on a carsales owned site.
- Page Impressions generated for the month of June 2012 on the carsales .mobi and apps were 3 times higher than those generated by the Fairfax, News Corp and Telstra Automotive Ad Networks desktop sites combined (see the chart below).
- Consumers have downloaded more than 891,000 carsales iOS/Android applications and over 211,000 downloads of our bike and marine iOS applications (as at 30 June 2012).

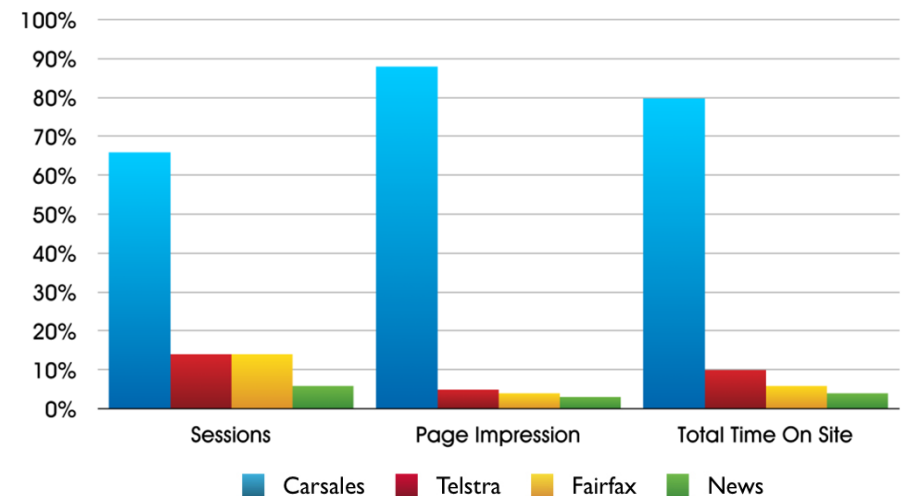
Traffic Metrics – June 2012



Page Impressions – Mobi & iPhone Apps v Competitor Desktop Sites\*\*



Traffic Metrics – June 2011



\* Source: Nielsen Online Market Intelligence, Automotive Ad Networks, Jun 2012 & Jun 2011

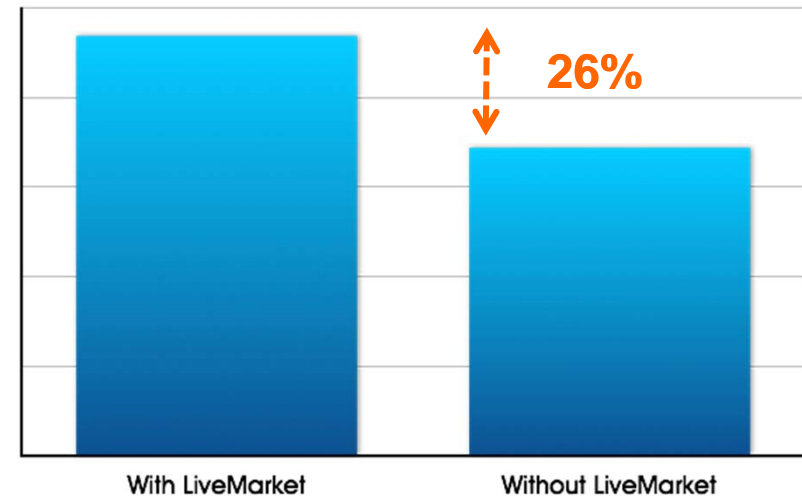
\*\*Source: carsales Mobi, carsales Mobi & App: Nielsen, Site Census, Mobile Aggregate, August 2009 to June 2012; Drive, Trading Post & Carsguide (Fairfax, Telstra & News) desktop sites: Nielsen, Market Intelligence, Domestic traffic for audited sites, Australia, June 2012

# Dealer Performance

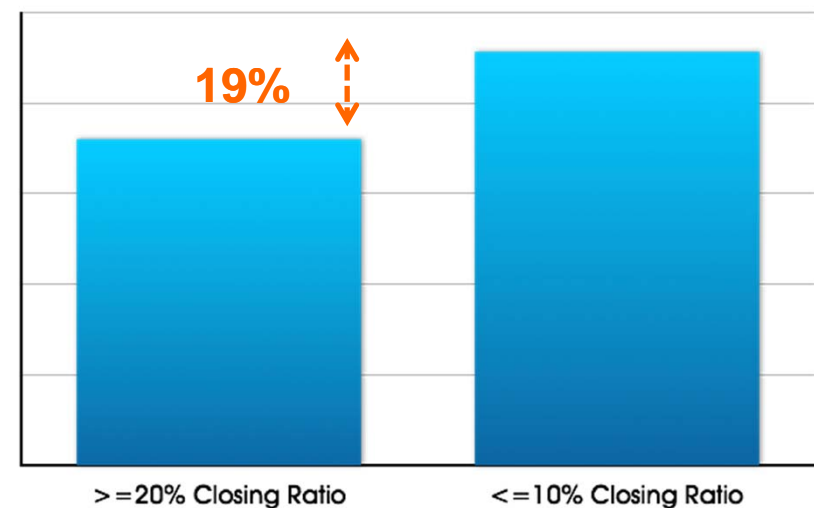
- **Dealer online performance continues to improve**

- A customer with a LiveMarket subscription will on average turn their inventory over 26% more than a dealer that is not subscribing to LiveMarket.
- % of dealer ads with photos and descriptions are very similar between those customers with the highest and lowest closing ratios.
- The big difference between a dealer with a closing ratio of better than or equal to 20% and one with a closing ratio of equal to or less than 10% is most evidenced in response time. A dealer with a higher closing ratio will contact an enquiring customer 19% faster than a dealer with a low closing ratio.

Stock Turn per annum



Response Time





# Performance Outlook

- Trading for the first 6 weeks since June 30 has been pleasing with all revenue segments showing solid pcg growth. A more detailed update on trading will be provided at the October Annual General Meeting.
- We expect vehicle sales to continue to show resilience provided macroeconomic conditions and consumer confidence hold constant.
- Continued investment to grow the profile of relatively new sites such as quicksales.com.au over the coming twelve months.
- A significant number of new products being prepared for deployment over the coming months.
- Mobile / app we expect will continue to grow strongly and will remain a key area of ongoing focus.
- Continued search for opportunities in appropriate markets that will enhance, leverage or complement current capabilities.
- Capex spend to return to historical levels of circa \$2m

# carsales com Ltd

## New Products Released

 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravan campingsales.com.au

 quicksales.com.au

 trucksales.com.au

 farm machinerysales.com.au

 construction sales.com.au

 plant machinerysales.com.au

 discountnewcars.com.au

 prestigene cars.com.au

 discountusedcars.com.au

 motoring

 CarPoint.com.au

 BikePoint.com.au

 BoatPoint.com.au

 mediamotive

 DATAMOTIVE

 RedBook.com.au  
THE PRICING AUTHORITY

 LiveMarket™

# Carsales Homepage

The recent redesign allowed us to showcase a number of new search options via a simplified interface.

Old

The old interface features a top navigation bar with links for Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, and Shopping & Auctions. Below this is a search bar and a 'New Car Advice' button. The main content area is divided into a left sidebar with links for New Cars, Used Cars, Sell Your Car, Manage Your Ad, Value A Car, and Video. The central search area includes filters for Category, Make, Model, Price, State, Region, Postcode, and Keyword. A 'Search' button is prominently displayed. To the right of the search area are 'Sponsored Links' for Toyota and Jaguar. The bottom section contains 'Featured' car news, 'Latest' news items, and a large advertisement for Jaguar.



New

The new interface has a more streamlined design. The top navigation bar is simplified, focusing on 'Cars For Sale', 'New Car Showroom', 'Sell Your Car', 'Accessories', 'Research', 'News & Reviews', and 'Help'. A 'Sign In' and 'Join' button are also present. The main search area is titled 'Search For Cars' and includes tabs for 'Make & Model', 'Body Type', and 'Lifestyle'. The search filters are more intuitive, with dropdown menus for Make, Model, Price, Location, and Ad Type. A 'Search' button is clearly visible. To the right of the search area is a 'New Car Showroom' section featuring a grid of car models. Below the search area, there are 'Featured' car news items, 'Latest' news items, and a large advertisement for Toyota. The bottom section includes a 'Latest Posts' section with social media links for Facebook, Twitter, and Comments.



# Carsales Listing Page

Following on from the homepage re design, this exciting update to the listing page is now delivering a world class user experience for consumers looking to buy a car.

Cars For Sale | 
  New Car Showcase | 
  Sell Your Car | 
  Accessories | 
  Research | 
  News & Reviews | 
  Help | 
  Our sites | 
  Sign In | 
  Join

Australia's No.1 because it works!

## i40

FROM \$29,990 DRIVE AWAY

[DISCLAIMER](#)

**Refine Search** [clear](#)

| 
  [Email me Cars](#) | 
  [Save this Search](#) | 
 Sort by: Top Deal / Premium [v](#) | 
  |

Ad Type  
[All Dealer & Private Cars](#)

---

Keyword  
[v](#)

---

Cars  
[^](#)

- Make
- > BMW (7,197)
- > FORD (23,923)
- > HOLDEN (36,776)
- > HONDA (8,545)
- > HYUNDAI (9,941)
- > KIA (5,220)
- > MAZDA (12,176)
- > MITSUBISHI (12,242)
- > NISSAN (14,557)
- > SUBARU (9,096)
- > TOYOTA (33,877)
- > VOLKSWAGEN (9,068)
- [view all makes...](#)

---

Location  
[v](#)

---

Postcode  
[v](#)

---

Body Type  
[v](#)

---

Price  
[v](#)

---

Year  
[v](#)

---

Transmission  
[v](#)

### 223,628 Cars For Sale

Page 1 of 18636

**2010 LAMBORGHINI GALLARDO L140 MY10 LP560-4 SPYDER E-GEAR AWD**
PREMIUM

10cyl 5.2L

Auto

Convertible

27,000 kms

\$319,000\*

Private Seller Car

VIC View

Immaculate condition, one owner, priced to sell as receiving delivery of a new vehicle

[☆ Save](#) | 
 [☑ Compare](#)

**2005 PORSCHE 911 CARRERA 997 MY06 S**
PREMIUM

6cyl 3.8L

Manual

Coupe

74,000 kms

\$119,000\*

CarFacts REPORT AVAILABLE

Private Seller Car

QLD View

REDUCED \$10000 PORSCHE 911 CARRERA 997 S CHRONO PACK,BASALT BLACK EXTERIOR AND SOFT BLACK SPORTS LEATHER INTERIOR,FULL SERVICE HISTORY EXCELLENT

[☆ Save](#) | 
 [☑ Compare](#)

**2008 FORD MUSTANG GT500 SHELBY**
PREMIUM

Tools

★ 0
 0
 4

**Compare**
clear all

	2011 AUDI A6 4F MY11 TIPTRONIC <b>\$83,990*</b>	<a href="#" style="color: red;">✕ Remove</a>
	2009 JAGUAR XF X250 SV8 <b>\$98,888*</b>	<a href="#" style="color: red;">✕ Remove</a>
	2011 AUDI A8 D4 TIPTRONIC <b>\$188,888</b>	<a href="#" style="color: red;">✕ Remove</a>

Compare

1 - 3 of 4

Become a Member [Sign In](#) | [Join](#)

## Have you got your RACV Complete Care Motor Insurance quote?

Get an instant quote






# Carsales - Listing and Gallery view

## Listing options

We have designed two viewing options; listing and gallery. Both include larger images and a simpler design, while making the key vehicle details most prominent.

## Listing view

### 2011 MERCEDES E250 CDI W212 AVANTGARDE



13 photos

4cyl  
Auto  
Sedan  
2,800 kms

**\$94,990**  
Drive Away  
No More to Pay  
**\$94,643\***  
Excl. Govt Charges






**CarFacts** REPORT AVAILABLE

Dealer: Near New

QLD [View](#)

[Save](#) [Compare](#)

### 2011 JAGUAR XF X250 MY12 LUXURY



20 photos

6cyl  
Auto  
Sedan  
900 kms

**\$124,990**  
Drive Away  
No More to Pay


Dealer: Near New

VIC [View](#)

[Save](#) [Compare](#)

JAGUAR XF TDV6 LUXURY MY12 - (Options include Reverse Camera, Front Sensors, Sunroof, Carbon Fibre Trim, Metallic Paint, 600 Watt Sound System, 20 inch Hydra Alloys, Blind Spot Safety)

## Gallery view




13 photos

### 2011 MERCEDES E250 CDI W212 AVANTGARDE

Dealer: Near New **\$94,990**  
**\$94,643\*** Drive Away  
Excl. Govt Charges No More to Pay

• 4cyl • Auto  
• Sedan • 2,800 kms

[Save](#) [Compare](#) QLD [View](#)




20 photos

### 2011 JAGUAR XF X250 MY12 LUXURY

Dealer: Near New **\$124,990**  
Drive Away  
No More to Pay

• 6cyl • Auto  
• Sedan • 900 kms

[Save](#) [Compare](#) VIC [View](#)



18 photos

### 2011 PORSCHE CAYMAN 987 MY12 PDK

Dealer: Near New **\$119,900**  
**\$115,676\*** Drive Away  
Excl. Govt Charges No More to Pay

• 6cyl • Auto  
• Coupe • 4,200 kms

[Save](#) [Compare](#) QLD [View](#)



# Carsales – Member Tools

## Member tools

We have brought key search tools (saved cars/searches and comparison) to the front, where they are easy to access at any time.

Sort by: Top Deal / Premium

Page 1 of 128

4cyl

Auto

Sedan

2,800 kms

harmon kardon

Save

☒ Compare

QLD

View

TOP DEAL

**\$94,990**

Drive Away  
No More to Pay

\$94,643\*  
Excl. Govt Charges

**CarFacts** REPORT AVAILABLE

Dealer: Near New

Tools

★ 0

0

4

Compare

clear all

2011 AUDI A6 4F  
MY11 TIPTRONIC

\$83,990\*

Remove

2009 JAGUAR XF  
X250 SV8

\$98,888\*

Remove

2011 AUDI A8 D4  
TIPTRONIC

\$188,888


Remove

Compare

1 - 3 of 4

Become a Member

[Sign In](#) | [Join](#)

carsales  com ltd

# High Resolution Gallery

We know images help sell cars. We now have the highest resolution images of any Australian automotive site, furthermore these images scale down or up depending on the consumer's screen resolution.

**2010 LAMBORGHINI GALLARDO L140 MY10 LP560-4 SPYDER E-GEAR AWD - \$319,000\***

**Vehicle Enquiry**

Name \*

Email Address \*  Postcode \*

Telephone \*

Your Comments

☐ Subscribe to Carsales Newsletter

**Send Enquiry** [Safer buying tips](#)

Up to 15% discount for drivers who don't claim.

CLICK FOR A QUOTE


LUCKY YOU'RE WITH **AAMI**

**Photos** > image 01 of 08

**Videos**



# Comparison

The comparison tools on carsales have had a major facelift this year and there is more to come.








Australia's No.1 because it works!

RANGER



Comparison List >

Showing 1 - 4 of 4 selected items

[Back to search results](#)  1    

Customise View

Filter specifications:

All


☐ Show Differences

☐ Highlight Differences

☐ Vehicle Details

Ad Type	Dealer Used	Demo/Near New	Private Seller	Dealer Used
Vehicle	2011 MERCEDES CLS63 C218 AMG SPEEDSHIFT	2011 AUDI A8 D4 TIPTRONIC QUATTRO	2009 JAGUAR XF X250 SV8	2011 AUDI A6 4F MY11 TIPTRONIC QUATTRO
Price	\$229,990 <i>Drive Away No More to Pay</i>	\$188,888 <i>Drive Away No More to Pay</i>	\$98,888*	\$83,990*
Kilometres	14788	1502	27000	15212
Body	4 door 4 seat SEDAN	4 door 5 seat SEDAN	4 door 5 seat SEDAN	4 door 5 seat SEDAN
Colour	DIAMOND WHITE	Phantom Black	Black	BLUE
Transmission	Sports Automatic Dual Clutch	Sports Automatic	Automatic	Sports Automatic
DriveType	Rear	4x4	Rear	4x4
Reg Plate	596SHB	NBL51C	382LVA	1DRG576
Engine	8 cylinder Premium Unleaded Turbo	8 cylinder Premium Unleaded Direct Injection	8 cylinder Premium Unleaded Supercharged Intercooled 4.2 L (4196cc)	6 cylinder Diesel Intercooled Turbo


Sponsored Car




2011 Honda Legend


**\$76,990\*** [View Details](#)

Similar Cars



2011 PORSCHE PANAMERA 970 MY11 GT

**\$232,636** 

**carsales**  **com ltd**



Motoring has continued to gain a loyal user base while showcasing the best automotive news, reviews, videos and advice in Australia.



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[Bikes](#)
[Boats](#)
[Caravans/RVs](#)
[Trucks](#)
[Farm](#)
[Construction](#)
[Real Estate](#)
[Shopping & Auctions](#)
[Motoring New](#)
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The Power of Dreams  
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**iPAD APP**  
 ISSUE 26 OUT NOW

**Skoda Rapid: Launch Review**

All-new Rapid liftback takes Skoda directly into Mazda3, Cruze and Corolla territory

**MOTORING NEWSLETTER**  

For the latest news, reviews and advice, sign up to receive the FREE Motoring newsletter.

**HONDA**  
The Power of Dreams  
[Find out more](#)

**NEW CAR SHOWROOM**

# motoring iPad app

The Motoring iPad app is currently the number 1 automotive magazine on the Apple App Store and currently rates between 4.5 and 5 stars. In recent months, the rate of adoption has increased with the introduction of the iPad 3.



## Reader Feedback

"Hi motoring,

I've bought & read a wide range of Automotive Magazines ever since I was a kid. "Motoring" is now my staple magazine. You guys have done a sensational job & given that it is still early days one can only wonder how much better "Motoring" can get. It is brilliant to read on the iPad & the Audio Visual content is outstanding. I have recommended "Motoring" to friends who have got back to me each time with glowing reviews & thanking me for the referral. Like me they now eagerly await each new edition. Thanks guys & keep up the outstanding work!"



# Category landing pages

The new category landing pages were introduced recently to cater for a growing trend in browse and category/body type searching.

The screenshot displays the carsales.com.au website's 'New SUVs' category landing page. The top navigation bar includes links for Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, Shopping & Auctions, and Motoring. The main header features the carsales.com.au logo and a banner for the All-New Mazda CX-5. Below the header, a row of icons represents different vehicle body types: Hatch, Sedan, SUV, Wagon, Ute, Convertible, Coupe, People Mover, Van, Cab Chassis, and Light Truck. The 'New SUVs' section includes filters for Size, Make, Model, and Price, along with a 'Browse by Make' list. A search bar is provided for finding SUVs in stock. The 'Latest New SUVs' section displays four models: 2012 Ford Kuga, 2012 Jeep Wrangler, 2012 Nissan Patrol, and 2012 Nissan Patrol, each with a price range and a 'View Models' button. The page is flanked by large images of the All-New Mazda CX-5, with a 'FIND OUT MORE' button on each.

**Navigation Bar:** Cars, Bikes, Boats, Caravans/RVs, Trucks, Farm, Construction, Real Estate, Shopping & Auctions, Motoring **New** carsalesnetwork

**Header:** carsales.com.au Australia's No.1 because it works! ALL-NEW Mazda CX-5

**Body Type Icons:** Hatch, Sedan, SUV, Wagon, Ute, Convertible, Coupe, People Mover, Van, Cab Chassis, Light Truck

**New SUVs Section:**

- Size: All sizes
- Make: Any make
- Model: (all models)
- Price: Min Price: Max
- Browse by > Make
  - Audi, BMW, Ford, Holden, Honda, Hyundai
  - Jeep, Kia, Land Rover, Lexus, Mazda, Mercedes-Benz
  - Mitsubishi, Nissan, Subaru, Suzuki, Toyota, Volkswagen
- Search for SUVs in stock Search Show more

**Latest New SUVs:**

2012 Ford Kuga	2012 Jeep Wrangler	2012 Nissan Patrol	2012 Nissan Patrol
\$38,990* - \$44,990* Price Guide Released: 2012 <a href="#">View Models</a>	\$32,000* - \$48,000* Price Guide Released: 2012 <a href="#">View Models</a>	\$51,900* - \$73,490* Price Guide Released: 2012 <a href="#">View Models</a>	\$51,900* - \$73,490* Price Guide Released: 2012 <a href="#">View Models</a>

**Sidebars:**

- Left:** ALL-NEW Mazda CX-5, FIND OUT MORE
- Right:** ALL-NEW Mazda CX-5, FIND OUT MORE

**Subscribe to Carsales Newsletter:** Subscribe now & receive the latest news, reviews & competitions in our carsales.com.au newsletter. [Subscribe Now](#)

**Share:** Facebook Twitter

**Latest Posts:** carsales.com.au on Facebook [Like](#) You like this.

# Manufacturer landing pages

Similar to the category landing pages, the manufacturer pages are providing more search options for our users. Manufacturers are able to sponsor their page to provide a more 'brand like' experience within carsales. Custom BMW example below.

The screenshot displays the BMW Australia landing page on the carsales.com.au platform. The top navigation bar includes links for 'Cars For Sale', 'New Car Showroom', 'Sell Your Car', 'Accessories', 'Research', 'News & Reviews', and 'Help', along with 'Our sites', 'Sign In', and 'Join'. The carsales.com.au logo is prominently displayed on the left, with the tagline 'Australia's No.1 because it works!'. A horizontal row of car manufacturer logos is shown below the header, with a 'Show more' dropdown. The main banner features a red BMW car driving through a tunnel, with the text 'The Ultimate Driving Machine.' overlaid. Below the banner is a navigation bar with links: 'BMW Showroom', 'Why BMW?', 'BMW TV', 'News and Reviews', 'Request a brochure', and 'Book a test drive', accompanied by social media icons for Facebook, Twitter, and YouTube. The 'BMW SHOWROOM' section includes tabs for 'ALL MODELS' and 'COMPARE MODELS'. A carousel of four BMW models is shown: BMW 1 Series, BMW 3 Series, BMW 5 Series, and BMW 6 Series. At the bottom, there are links for 'Finance Calculator', 'Live chat with BMW', 'Request a brochure', and 'Book a test drive'.



# Simplified seller page & Ad Packaging

The release of the new simplified seller page has coincided with the launch of Dealer Direct and upgrades to the ad packages.

Sellers can now take advantage of PriceAssist and Dealer Direct included free with every ad (standard or premium). No other automotive site offers either of these features.

CarFacts and video are now included as chargeable up-sells.



carsales.com.au  
Australia's No.1 because it works!

## Sell your car where the buyers are!

Sell the usual way **OR** Sell to our dealer network

Advertise your car privately on carsales and our network of partner sites. *swap back anytime* Receive hassle free offers from trusted dealers ready to buy your car now.

**Start Selling \$60**

**We're Australia's No.1**  
More buyers come to carsales than anywhere else. In fact on average, we sell a car every minute!

**Sell the way you want**  
With the addition of our dealer offer program you can choose the selling style that suits you.

**Quick & Easy**  
From placing your ad to selling, all the tips and tools you need every step of the way.

**Safer Selling**  
We're constantly investing in security and dedicated to keeping your details secure.

Your ad will be seen on our network of partner sites

carsales.com.au CarPoint.com.au quicksales ninemsn YAHOO! RACV TopGear st.george BankSA

[Edit your ad](#) | [Sample ad](#)

2009 AUDI Q7 MY09 TDI QUATTRO LIMITED EDITION

**\$69,990\***

6cyl 3.0L  
Auto  
SUV  
62,600 kms

Spacious comfortable car. Low KM. Long list of features.

☆ Save ☒ Compare

QLD [View](#)

CarFacts REPORT AVAILABLE  
Private Seller Car

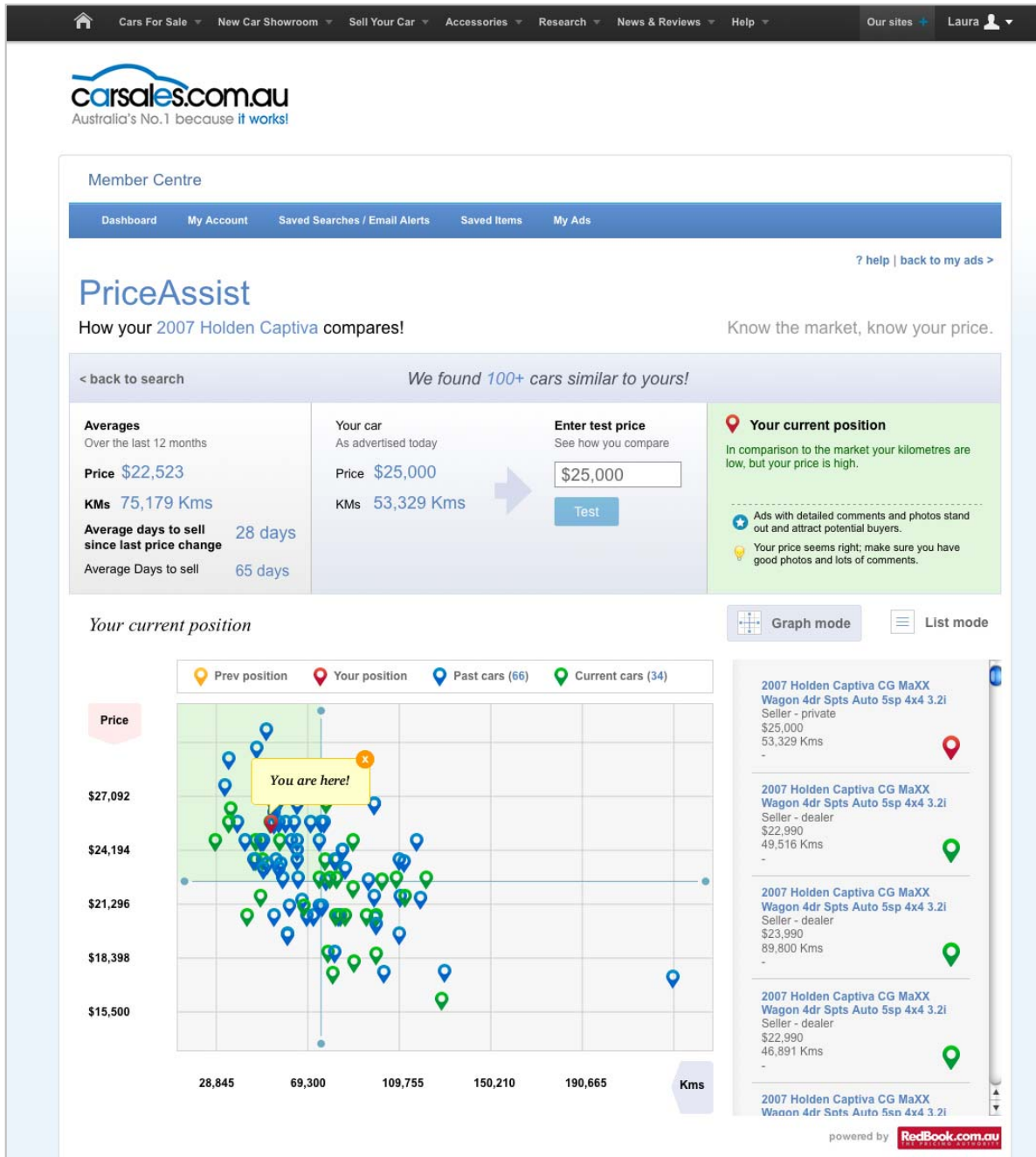
Armrest - Drivers Seat (Individual)  
Armrest - Front Centre (Shared)  
Armrest - Passengers Seat (Individual)  
Audio - Aux Input Socket (MP3/CD/Cassette)  
Bluetooth System

# PriceAssist



Pricing a car for sale can be difficult and confusing.

This is what drove us to launch 'PriceAssist'. It allows our sellers to competitively price their car against similar cars already in the market – all delivered in an easy to use and understand interface.



# CarFacts

Providing vehicle history to buyers is just another way carsales is helping ensure their next vehicle purchase is the right one.

CarFacts reports include vehicle valuations, registration details, encumbrances check, odometer readings and more.



What We Offer About Us Contact Us

Buy and sell with confidence and peace of mind. Get a **CarFacts** History Report now.

**ONLY \$25**

Don't risk buying a used car with an unknown history, get a CarFacts History Report to check:

- ⚠ If there is finance/money owing (encumbrance)
- ⚠ If the vehicle has ever been stolen or written off
- ⚠ If there are any odometer discrepancies (possible rollback)

A CarFacts History Report includes:

✓ Vehicle Identification	✓ Encumbrance Check	✓ PPSR Certificate
✓ Vehicle Description	✓ Written Off Check	✓ Sale Listing History
✓ Vehicle Valuation	✓ Stolen Check	✓ Green Star Rating
✓ Registration Details	✓ Odometer Check	✓ ANCAP/Safety Rating

**ENTER VIN HERE**

[Check Now](#)

Where can I find the VIN

[View Sample Report](#)

Vehicle History Report

**2008 Nissan X-Trail T31**  
Report Run Date: 16/02/2012 10:32:17 EST

VIN: JNT1NT31A0000204  
Model: Nissan  
Variant / Series: X-Trail  
Badge: ST  
Body: Wagon  
Year of Manufacture: 2008  
Colour (Exterior): GREY  
Country of Origin: JAPAN

**Encumbrance Status**  
No encumbrance reported

**Written Off Status**  
No written off incidents reported

**Stolen Status**  
No record of vehicle as stolen

**Odometer Reading**  
No odometer rollback reported

**Green & Safety Ratings**  
ANCAP Rating: ★★★★★  
Green Star Rating: ★★★★★  
Air Pollution Rating: 5/10  
Green House Rating: 5.5/10

**Vehicle ID & Registration**  
Engine Number: 027030A  
Registration Number: VL2050  
Registration Expiry: 05 Jul 2012  
Registration State: VIC

**Vehicle Details**  
Fuel Type: Petrol  
Engine Size: 2.5L (2498cc)  
Cylinders / Rotors: 4  
Fuel Consumption Combined: 8.7L/100km  
- Urban (L/100km): 10.7  
- Extra Urban (L/100km): 6.3  
- Combined (L/100km): 8.3  
CO2 Emissions: 203  
Transmission: Automatic  
Power: 125kW @ 6000RPM  
Torque: 220Nm @ 4400RPM

**2006 TOYOTA LANDCRUISER HDJ79R**

6cyl  
Manual  
Cab Chassis  
182,061 kms

**\$39,890**  
Drive Away  
No More to Pay

**CarFacts** REPORT AVAILABLE  
Dealer: Used Car

QLD [View](#)

4.2 Turbo Diesel. Manual Transmission. Winch. Tow Bar. Side Steps. Log Books. Bull Bar. Many Landcruisers In Stock. CONTACT OUR FRIENDLY SALES STAFF FOR FULL RANGE. \*NO...

☆ Save ☒ Compare

**2006 NISSAN PATROL GU II DX**

6cyl  
Manual  
Cab Chassis  
183,295 kms

**\$38,999\***

**CarFacts** REPORT AVAILABLE  
Dealer: Used Car

QLD [View](#)

An opportunity presents to own this stunning Turbo Diesel Nissan Patrol Ute. This vehicle is the most remarkable of its class and stands out against, Landcruisers, F250, Hilux, Rodeo in Performance, ...

☆ Save ☒ Compare



# Dealer Direct - Private

Some sellers don't have time to prepare their car for sale or meet with potential buyers, so we have developed 'Dealer Direct' - the ability for private sellers to offer their car for sale directly to the carsales dealer network.



Dealers are able to bid for a car, while the seller has the option to accept or decline a bid. Seller and Dealer details are only passed on once a bid has been accepted by the seller.

[Home](#) [Cars For Sale](#) [New Car Showroom](#) [Sell Your Car](#) [Accessories](#) [Research](#) [News & Reviews](#) [Help](#) [Our sites](#) [Shaun](#)

**carsales DealerDirect - Inspection Report** [Back to My Ads](#)

**2008 Audi A5**  
8T Coupe

1 Complete Inspection Report

Inspection report progress: 50% [Submit Now](#)

General

Driver Side

Front

**Passenger Side**

Back

Roof

Wheels & Tyres

Interior

Mechanical

Other

**Are there any issues with the Passenger Side?** Yes ☒ No ☐ [Skip Section >](#)

Click on the car below to add an issue using the legend to specify scratches, chips or dents.

**Legend**

**A** Paintwork scratched

**B** Chip marks

**C** Small dent

**D** Large dent

**E** Paint and/or body work

**F** Rust

[Upload a Photo](#)

# LiveTrade - Dealer

LiveTrade is the dealer side of Dealer Direct.

Dealers can search for new stock on offer, review the vehicle inspection report, ask questions directly to the seller and place a bid on a vehicle of interest.



AutoGate LiveMarket LiveTrade

Dealer Profile

Dashboard Search Watchlist

### 2007 BMW 320i

E90 MY08 Executive Sedan 4dr Steptronic 6sp 2.0i

She's a Beauty Beamer!

Retail Photos

offer acceptance inspection

1 5 49 23 remaining

days hours minutes seconds in offer period

OFFER

Private Seller  
Kellyville, NSW

Inspection Report

LiveMarket Appraisal

Car Details

Vehicle: 2007 BMW 320i  
Description: E90 MY08 Executive Sedan 4dr Steptronic 6sp 2.0i  
Kilometres: 59,859km  
Colour: WHITE  
Interior Colour: BLACK LEATHER  
Transmission: 6 speed Sports Automatic  
Body: 4 door 5 seat Sedan  
Drive Type: Rear Wheel Drive  
Engine: 4 cylinder Petrol - Premium ULP Aspirated 2.0L (1995cc)  
VIN: WBAVA76000H434760  
SSE Ad ID: SSE-AD-792823  
Reg Plate: BDC02L  
Reg Expiry: May-2013  
Road Worthy: No  
Comments: Mint condition BMW 320i Steptronic E90 Sedan. Perfect Bodywork. One Lady owner, garaged, Full Service History with BMW, very low mileage, full leather interior, rear park sensors, bluetooth, USB, alloy wheels, cruise control, air con, central locking. Very nice example and priced to sell, please compare to other similar models. This will not last.

Vehicle Details

68 Standard Features

2 Factory Extras

0 After Market Features

Specifications

Dimensions

Engine

Green Info

Wheels

Steering

AutoGate LiveMarket LiveTrade

Dealer Profile

Dashboard Search Watchlist

### Search for cars

Any Make

Any Model

Any State

Years

Min Max

Kilometers

Min Max

Search Advanced Search

My saved searches

There are currently no saved searches

121 cars currently listed online

Recent Transactions

0 unviewed transactions

0 transactions in progress

How LiveTrade Works

What's about to expire

2003 Kia Sorento BL EX Wagon 4dr, Auto 4sp 4x4 3.5i

2008 Holden Astra AH MY08.5 CD Hatchback 5dr Auto 4sp 1.8i

2006 Holden Barina TK Hatchback 3dr Man 5sp 1.6i

2009 Toyota Landcruiser Prado KDJ150R OXL Wagon 7st 5dr Spts Auto 6sp 4x4 3.0DT

80,000km  
6cyl 3.5L Wagon Automatic  
White

21,283km  
4cyl 1.8L Hatchback Automatic  
Metallic Black

85,219km  
4cyl 1.6L Hatchback Manual  
Sunburnt Orange

59,300km  
4cyl 3.0L Wagon Sports Automatic  
Grey Metallic

DATAMOTIVE

PRODUCTS

AutoGate  
LiveMarket  
LiveTrade

NEWS AND NETWORKS

Recent Articles  
Carsales News  
Industry News  
Improving Online Performance  
Market Reports

AUSTRALIA SUPPORT

1300 728 800

NEW ZEALAND SUPPORT

0800 366 848

or email us at support@carsales.net.au

Level 4, 449 Pitt Road, Locked Bag 9001, Richmond VIC 3121 DataMotive© 2012 DataMotive. All rights reserved. © carsales.com.au Ltd. - Terms and conditions Privacy

# Dealer Portal

The new Dealer Portal brings a number of dealer services (Autogate/Pro, LiveMarket, LiveTrade) together under the one umbrella, all accessible via a single username and password. Making life much easier for our dealers.

**DATAMOTIVE**

AutoGate LiveMarket LiveTrade

Add User Search Users

**AutoGate**

- Lead Management
- Stock Management
- Advanced Reporting tools

[Go to AutoGate](#)

**LiveMarket™**

- Analytics
- Appraising
- Vehicle benchmarking

[Go to LiveMarket](#)

**LiveTrade** Live

- ~50 fresh cars listed daily
- Buy private seller cars direct
- Free until September 30th

[Go to LiveTrade](#)

**CarFacts.com.au**  
CAR HISTORY REPORTS

Buy a CarFacts report with PPSR  
*Limited time only \$5 each (excl. gst)*

  
  
[View sample](#) [Check now](#)

LiveTrade Open For Business

Get ahead with CallTracker

Professional Development

Photography

Web Design

## Photography

Photography is a discipline that requires years of dedication and training to perfect. Our professional photographers have refined the art of digital photography, offering a range of services to compliment our dealers' needs.

[View our photography services](#)

**News**

11 Jul

**LiveTrade is open for business**

Summary: We're excited to announce LiveTrade and its consumer facing counterpart, carsales DealerDirect, are live! Meaning dealers like you now have the opportunity to source new stock from genuine private sellers. [Read more.](#)

11 Jul

**Close the deal with CarFacts**

Summary: Take back control of the sales process with CarFacts. Don't wait for buyers to do their own research, have all the information at hand to help you close the deal straight away. [Read more.](#)

**DATAMOTIVE**

- About
- Manufacturer
- Research
- Web Design
- Photography
- Training

**PRODUCTS**

- AutoGate
- LiveMarket
- LiveTrade

**NEWS AND NETWORKS**

- Recent Articles
- Carsales News
- Industry News
- Improving Online Performance
- Market Reports

**AUSTRALIA SUPPORT**  
**1300 728 800**  
or email us at [support@carsales.net.au](mailto:support@carsales.net.au)

**NEW ZEALAND SUPPORT**  
**0800 366 848**


Level 4, 449 Punt Road, Locked Bag 9001, Richmond VIC 3121 DataMotive® 2012 DataMotive. All rights reserved. © carsales.com.au Ltd. - [Terms and conditions](#) [Privacy](#)



# ROI Calculator

This tool allows Dealer Principals to assess their business and sales team performance within AutoGate.

**DATA MOTIVE**

Read Only

Dealership:

Support: 1300 728 800 [support@carsales.net.au](mailto:support@carsales.net.au)

Performance Manager: Mr Trevor Mann 0466 772 638

[Home](#) [Leads](#) [Vehicles](#) [Reports](#) [Settings](#) [Manufacturers](#) [Help](#)

[Leads](#)  [Search](#)

Investment Analysis [my diary](#) [help for this page](#)

**Return on Investment Calculator**

**Dealership Name**

Show data for:

Current Billing Model:	<b>Leads</b>
Transaction Model:	<b>Used</b>
Used Lead Billing:	3 Free UC Leads (\$35 Flat)
New Lead Billing:	
Survey Closing Ratio (Used)*:	38%
Autogate Closing Ratio (Used)*:	25%
Survey Closing Ratio (New)*:	0%
Autogate Closing Ratio (New)*:	0%

*\*Based on the selected date range*

**Used and Demo Car Analysis**

April 2012	May 2012	June 2012
Total cars advertised: 97	Total cars advertised: 101	Total cars advertised: 124
Leads Delivered: 95	Leads Delivered: 106	Leads Delivered: 112
Leads invoiced: \$2,450.00	Leads invoiced: \$2,975.00	Leads invoiced: \$2,940.00
Total Carsales maintenance invoiced: \$615.00	Total Carsales maintenance invoiced: \$615.00	Total Carsales maintenance invoiced: \$1,260.00

**Used and Demo Closing Ratios (last 90 days)**

Survey Data:	38%	Closing Ratio Calculator:	<input type="text" value="38"/> % <a href="#">→</a>
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# Group on Group – More tools for our dealers

Group on Group allows our dealer customers to define how their dealerships and dealer groups are related.

Our dealer users now have the ability to manage and report on all their dealerships with a single user account.

The screenshot displays the Data Motive user interface. At the top, the 'DATA MOTIVE' logo is on the left, and 'Add User' and 'Search Users' buttons are on the right. Below the logo is a user profile for 'JOHN SMITH', Manager of 'B Company', with email 'jsmith@gmail.com'. The profile includes fields for Title, First Name, Last Name, Phone, Mobile, Fax, and Date Joined (04/06/2012). To the left of the profile is a sidebar with 'Edit', 'Edit in AutoGate', and 'LOGIN' options, followed by 'AutoGate' and 'LiveTrade' application icons. To the right of the profile is the 'Associated Applications' section, which includes a toggle for 'AutoGate' (ON), a search bar for 'Dealers', a 'Staff Position' dropdown set to 'Autogate Administrator', and a tree view of 'Dealerships'. The tree view shows a hierarchy starting with 'Dealer Main', branching into 'Dealer Cluster 1' and 'Dealer Cluster 2'. 'Dealer Cluster 1' includes 'New Car Reporting', 'Used Car Reporting', 'Dealer Group A', 'Dealer Group B', and 'Dealer Group C'. 'Dealer Group C' further branches into 'Dealer A' through 'Dealer H'. 'Dealer Cluster 2' includes 'Dealer Group Cluster'. Each item in the tree has a checkbox and a status icon (green checkmark or blue location pin). At the bottom of the 'Associated Applications' section is a toggle for 'LiveTrade' (ON).

DATA MOTIVE

Add User Search Users

Reset account Deactivate User

Back to User List

**JOHN SMITH**  
Manager, B Company  
jsmith@gmail.com

Title Mr  
First Name John  
Last Name Smith  
Phone  
Mobile  
Fax  
Date Joined 04/06/2012

Edit  
Edit in AutoGate

LOGIN

AutoGate  
LiveTrade

**Associated Applications**

AutoGate ON

Search for a Group

Dealers

Staff Position  
Autogate Administrator

**Dealerships**

- Dealer Main
  - Dealer Cluster 1
    - New Car Reporting
    - Used Car Reporting
    - Dealer Group A
    - Dealer Group B
    - Dealer Group C
      - Dealer A
      - Dealer B
      - Dealer C
      - Dealer D
      - Dealer E
      - Dealer F
      - Dealer G
      - Dealer H
  - Dealer Cluster 2
    - Dealer Group Cluster

LiveTrade ON



# Carsales iPhone App – Snap n' Sell

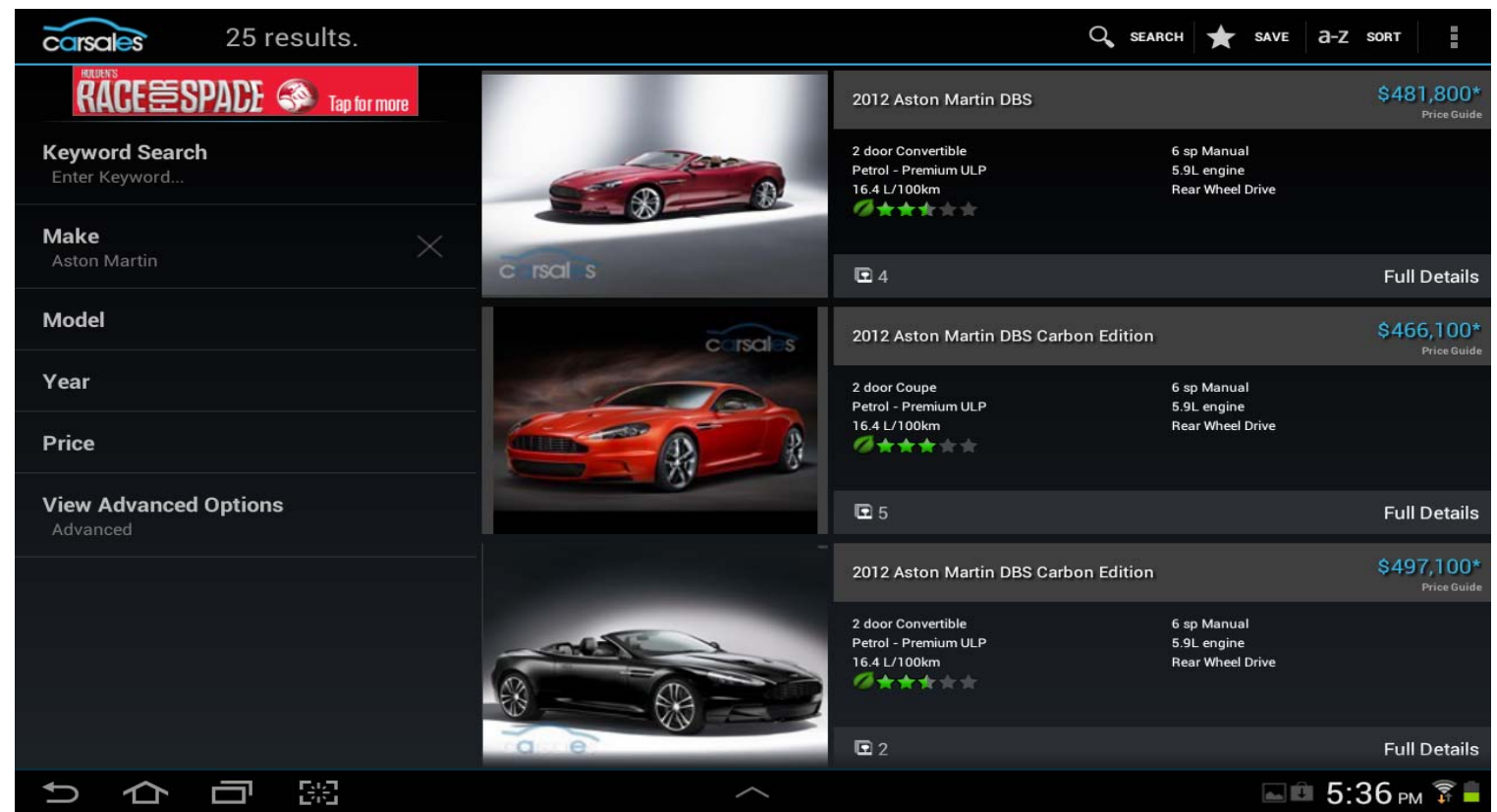
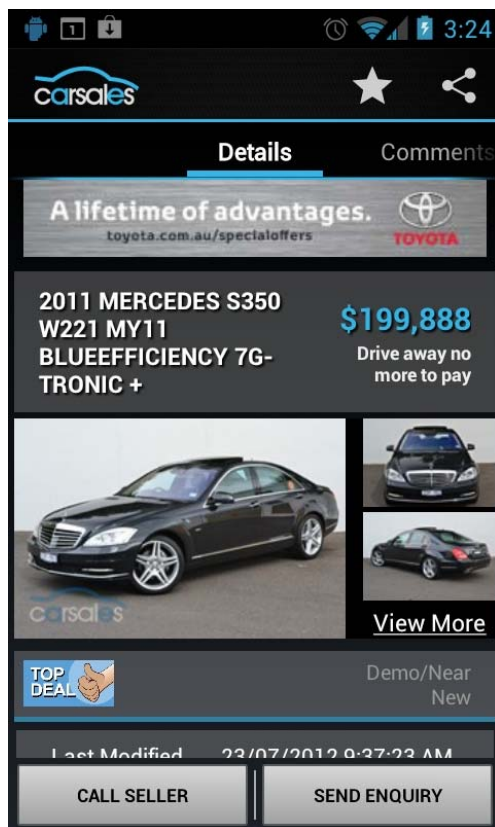
Snap n' sell completes the buy/sell lifecycle, allowing users to list their car on carsales all via their iPhone. Keep your eye on this platform for more Australian first features in the near future.



# Native Android Apps – Phones and Tablets

Although iOS is the dominant mobile platform within Australia and for the carsales network, Android usage and Australian distribution is increasing at an ever growing pace.

The next generation of the carsales Android apps are fully native and deliver best of breed user experience optimised for the various digital devices.



Bikesales now allows consumers to buy and sell Bike Accessories.

[Cars](#)
[Bikes](#)
[Boats](#)
[Caravans/RVs](#)
[Trucks](#)
[Farm](#)
[Construction](#)
[Real Estate](#)
[Shopping & Auctions](#)
[Motoring New](#)

[carsalesnetwork](#)

**bikesales.com.au**  
Australia's No.1 because **it works!**

[Home](#)
[Bikes for Sale](#)
[Bike Showroom](#)
[Sell Your Bike](#)
[Bike Accessories](#)
[Research Bikes](#)
[News & Reviews](#)
[Help & Online Safety](#)

**Search**  
Category: Helmets ✕  

**Refine Search**

**Ad Types**  
☒ New  
☒ Used Go

**Selling Format**  
☒ Auctions  
☒ Buy Now Only Go

**Keyword**  
 Go

**Category**  
☒ Helmets

**Sub-category**

- Flip Up (4)
- Full Face (19)
- Half Helmet (1)
- Off Road (3)
- Open Face (4)
- Other (7)


**Location**

- NSW (2)
- QLD (4)
- SA (3)
- VIC (28)
- WA (1)

**Price**

**38 Matches for: Helmets**  
Sort by Premium 1 | 2 | 3 Next

**FOX V2 SIN CITY YOUTH HELMET SMALL**




Automotive >> Motorcycle Parts & Accessories >> Helmets >> Full Face

Starting Bid **\$109.99**  
Buy Now **\$143.96**  
Time Remaining: 16h 48m

Ad Type: New powered by [quicksales.com.au](#) VIC Bid or Buy Now

**RJAYS GP3 FLITE HELMET WHITE/RED/GRAY LARGE**




Automotive >> Motorcycle Parts & Accessories >> Helmets >> Full Face

Starting Bid **\$183.29**  
Buy Now **\$224.96**  
Time Remaining: 16h 33m

Ad Type: New powered by [quicksales.com.au](#) VIC Bid or Buy Now

**RJAYS CFK-1 CARBON HELMET XL**




Automotive >> Motorcycle Parts & Accessories >> Helmets >> Full Face

Starting Bid **\$271.29**  
Buy Now **\$332.96**  
Time Remaining: 16h 33m


Ad Type: New powered by [quicksales.com.au](#) VIC Bid or Buy Now

**RJAYS DAKAR HELMET SILVER XL**



Automotive >> Motorcycle Parts & Accessories >> Helmets >> Full Face

Starting Bid **\$125.38**


**UNIVERSAL**  
MOTORCYCLE FINANCE

**FINANCE THE BIKE OF YOUR DREAMS**

**CLICK HERE TO FIND OUT MORE OR CALL 1300 21 31 21**



Homesales continues to progress, with traffic and inventory all heading in the right direction. To further build loyalty and differentiate Homesales from its competitors, we have launched our new investment search.



Investors of all types can now easily search all the houses for sales on Homesales, with specific investor centric criteria, eg. rental yield, capital growth, etc.

The screenshot shows the homesales.com.au website with a navigation bar containing links for Home, Buy, Rent, Invest (marked as 'New'), Place an Ad, Agent Quote Finder, Finance, Reports, and Learn. The main content area is split into two panels. The left panel, titled '\$ Find Investment Properties', includes a 'BETA' badge and search filters for State, Property Type, Price \$, Strategy +/-, Rental Yield %, and Suburb Capital Growth. It features a 'Find' button and a link to '+ more options'. The right panel, titled 'Search Properties', includes a search input field, a 'Property Type' dropdown, a 'Bedrooms' dropdown, and a 'Recent Searches' section showing 'Hawthorn;'. An 'OR' button is positioned between the two panels.

New brand, new advertising campaigns and new website, Quicksales has been totally revamped.

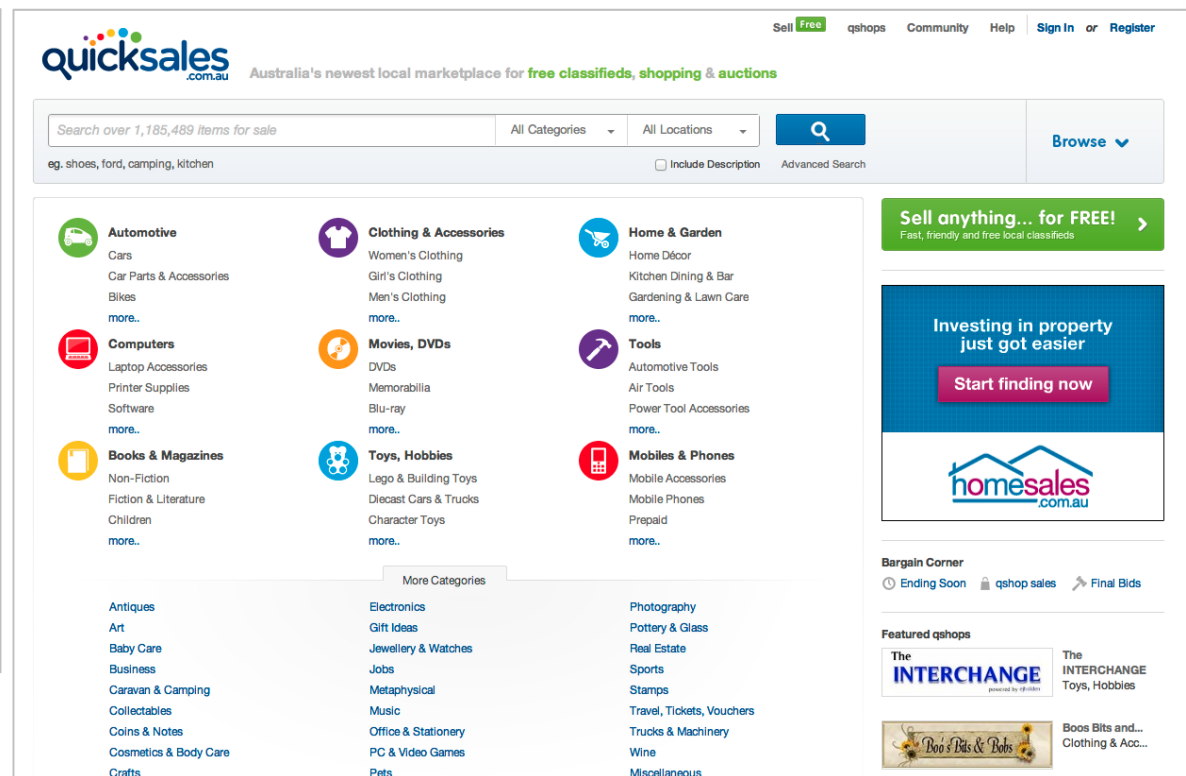
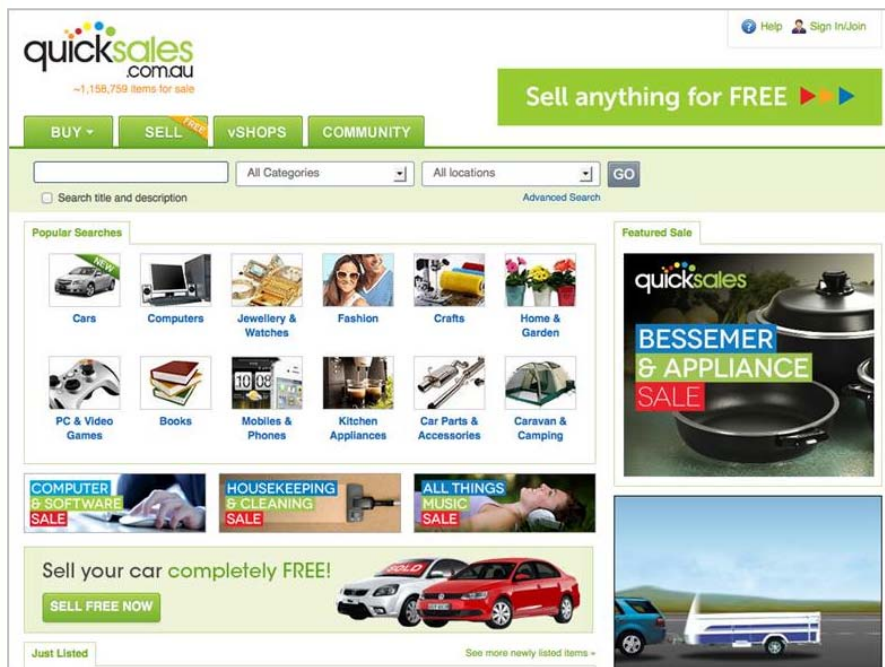
General classifieds is a growing market in Australia and Quicksales has something unique to offer.



Old



New

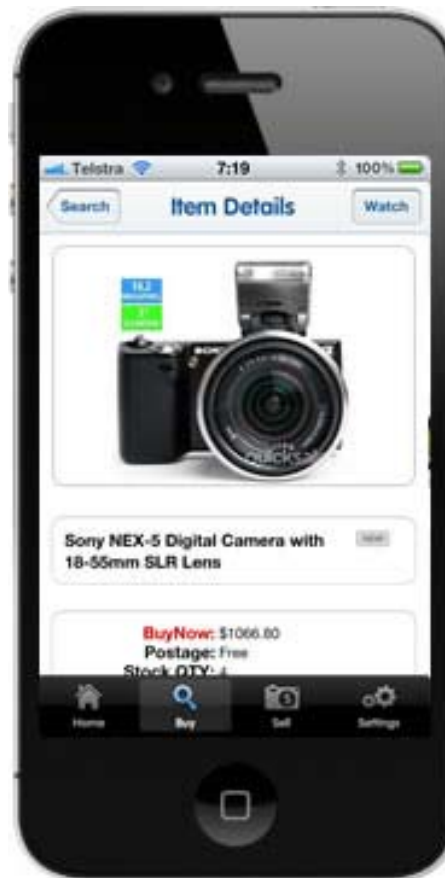


# quicksales iPhone App

Mobile is one of the most important elements to this relaunch of Quicksales. The new app allows users to buy, shop or sell, all via their iPhones.



Search



Item Details



Snap n' Sell



# carsales com ltd

 carsales.com.au

 bikesales.com.au

 boatsales.com.au

 homesales.com.au

 caravancampingsales.com.au

 quicksales.com.au

 trucksales.com.au

 farmmachinerysales.com.au

 constructionsales.com.au

 plantmachinerysales.com.au

 discountnewcars.com.au

 prestigenevws.com.au

 discountusedcars.com.au

 **motoring**

 CarPoint.com.au

 BikePoint.com.au

 BoatPoint.com.au

 mediamotive

 DATAMOTIVE

 RedBook.com.au  
THE PRICING AUTHORITY

 LiveMarket™