

Carsales.com.au reaches new heights *March proves a winner for carsales*

Melbourne, 30 April, 2015

Australia's leading automotive classified site carsales.com.au continued to build on its position as the most preferred brand for Australian new and used car buyers¹ in March delivering record unique audience figures for the month.

March saw carsales' Unique Audience jump to a new record, increasing 22.6% on February (and 2.9% since the same time last year) to 1,398,000. This puts carsales.com.au 157% ahead of fourth placed CarsGuide, and well ahead of both Drive and Gumtree Automotive². Total monthly visits to carsales topped 13 million³.

The average session times in the last quarter for carsales.com.au remain the highest in the automotive classifieds market at 5.12 minutes, again well ahead of eBay subsidiary Gumtree Automotive, Drive and CarsGuide⁴. carsales.com.au's average time on site per person remains strong at one hour ten minutes (compared to CarsGuide's ten minutes and Drive's 14 minutes⁵).

Commenting on the reasons behind March's strong numbers, carsales.com Limited CEO Greg Roebuck put it down to a strong reputation for delivering consumers what they want and need.

"We continue to focus on the customer and give them what they want. We not only give them access to the most cars available, but more importantly, consumers understand that the site works for them whether they are buying or selling. We sell a car every minute and customers know that the site is the one to turn to for results," said Roebuck.

The latest audience results are delivering success for carsales.com.au customers and advertisers and build on recent research that shows for car buyers, carsales.com.au is the most preferred brand for buying a new or used car, 12 times more than CarsGuide, 7 times more than Drive and 5 times more than Gumtree.⁶

In terms of researching new and used cars, 30% of those intending to buy a car prefer to use carsales.com.au to research and read about cars, 24% prefer car manufacturer sites, 9% prefer Drive, 5% prefer CarsGuide, 3% prefer Gumtree and 0.8% prefer Car Advice.⁷

"Our performance against all our competitors is very strong and continues to prove that consumers trust carsales.com.au for buying and selling cars. 71% of the carsales audience is not on our closest competitor⁸. That's a very robust number, indicating that all of our continued investment in our solutions continues to work and improve the user experience and journey," said Roebuck.

Growth of Motoring.com.au

Another of the carsales network websites is continuing to perform strongly. One of Australia's leading automotive news and review sites, Motoring.com.au continued its stellar 2015 growth.

¹ Symphony Analytics & Research, Feb 2015 (total automotive group) Q preference for buying a new or used car or reading/researching about cars

² Nielsen Online Ratings, March 2015 Carsales - 1,398,000; Gumtree Auto - 979,000; Drive - 645,000; CarsGuide - 543,000

³ 13,169,789 visits - Nielsen Market Intelligence, Total sessions, March 2015

⁴ Nielsen market Intelligence, Average session duration, Ave Jan-Mar 2015

⁵ Nielsen Online Ratings, March 2015

⁶ Symphony Analytics & Research, Feb 2015 (total automotive group) Q preference for buying a new or used car or reading/researching about cars.

⁷ Symphony Analytics & Research; Feb2015 (Total Automotive Group) Q: Preference Reading/Researching about cars

⁸ Nielsen Online Ratings Duplication report, March 2015, carsales.com.au vs Gumtree Automotive

Media release

Monthly unique visitors for motoring.com.au topped 1.16 million in March (the third month in a row that monthly unique visitors have topped the million mark) an 88% increase on March 2014⁹.

Motoring.com.au editor in chief Mike Sinclair said no individual factor was behind the growth of the site. "Our growth isn't a flash in the pan. It's reward for strong backroom optimisation efforts and consistent, quality content and plenty of it. You read all sorts of statistics about online editorial but our strength is clear. Almost 5.3m pages read across a range of devices via the strongest automotive media network in the country."

While other titles are struggling to capitalise on the rapid growth of mobile and some are even shutting their apps, Motoring.com.au's growth remains strong across desktop, mobile and tablets.

"We have generated significant momentum and we intend to make the most of it. We have some very exciting developments coming during the rest of 2015 that will only reinforce our offering both in terms of conventional and multimedia content," said Sinclair.

Roebuck sees the rise of motoring.com.au as an added benefit to carsales.com.au customers. "Consumers know and trust us as an unrivalled destination for impartial news and reviews, and the place where they can buy and sell with confidence. It comes down to the fact that we have a quality total service," said Roebuck.

Roebuck also agreed that desktop is far from dead. "Pleasingly our numbers are strong and growing across all platforms, with mobile, tablet and app access adding to desktop access rather than cannibalising it."

The performance of the sites is good news for advertisers as well as consumers and manufacturers. "The car industry is about to enter the most competitive time of year, the EOFY sales period," said Penny Kee, general manager of media at carsales.com Limited. "Advertisers are looking for results and Carsales delivers this from a unique reach perspective, but more importantly by placing their message in front of the most engaged and active in-market car buyers in the country."

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About carsales.com Ltd

carsales.com Ltd (ASX: CAR) listed on the ASX in 2009 and is the largest online automotive, motorcycle and marine classifieds business in Australia; attracting more Australians interested in buying or selling cars, motorcycles, trucks and boats than any other classified group of websites. carsales.com Ltd's first revenues were reported in the financial year 1998.

carsales.com.au is Australia's number one automotive classified website used by 1.39 million people each month for over 1.5 hours each on average according to Nielsen. The carsales network of websites also includes CarPoint.com.au, bikesales.com.au, RedBook.com.au as well as leading boat, caravan, and truck and machinery classified websites and in July 2014 attracted a unique audience of over 2 million.

⁹ carsales internal data, Webtrends, Unique Visitors for mobile & desktop traffic, Mar15