

The logo for AutoTrader features a stylized icon on the left consisting of two overlapping, slanted rectangular shapes. The top shape is red and the bottom shape is dark blue. To the right of this icon, the text "AutoTrader" is written in a bold, dark blue, sans-serif typeface.

AutoTrader

12th
biggest UK
website

Page views, ComScore CY2017



450,000
Cars listed per day
(average)

2x
more
influential
for new car
buyers
than nearest
competitor

Annual Car Buying Report 2016

55m
monthly
cross-platform
visits

ComScore –Nov 17

4x
more
Auto
searches
than
Google

80% UK Auto
retailers
advertise on
Auto Trader

10x
More minutes on
site than all OEMS
combined

ComScore

9m
monthly
unique users

ComScore –Nov 17



71%

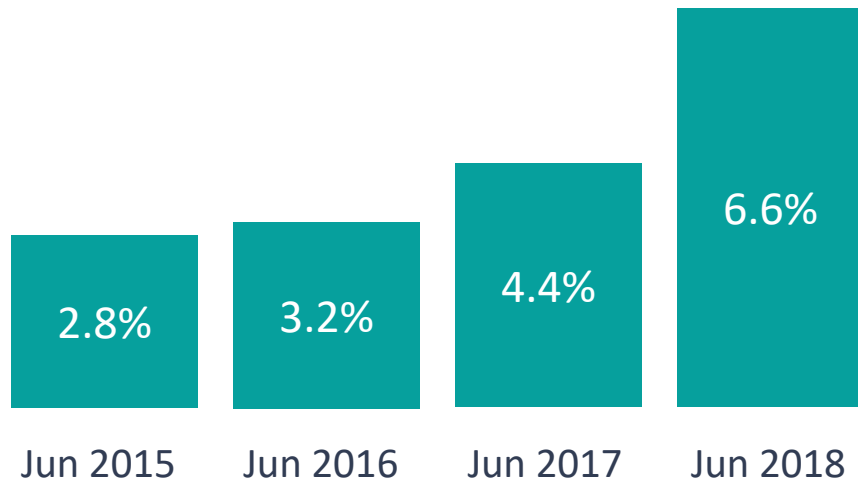
of all time spent on automotive classified sites is spent on AutoTrader



So when it comes to alternatively fuelled vehicles (AFVs), we can track how car buyers are feeling and behaving

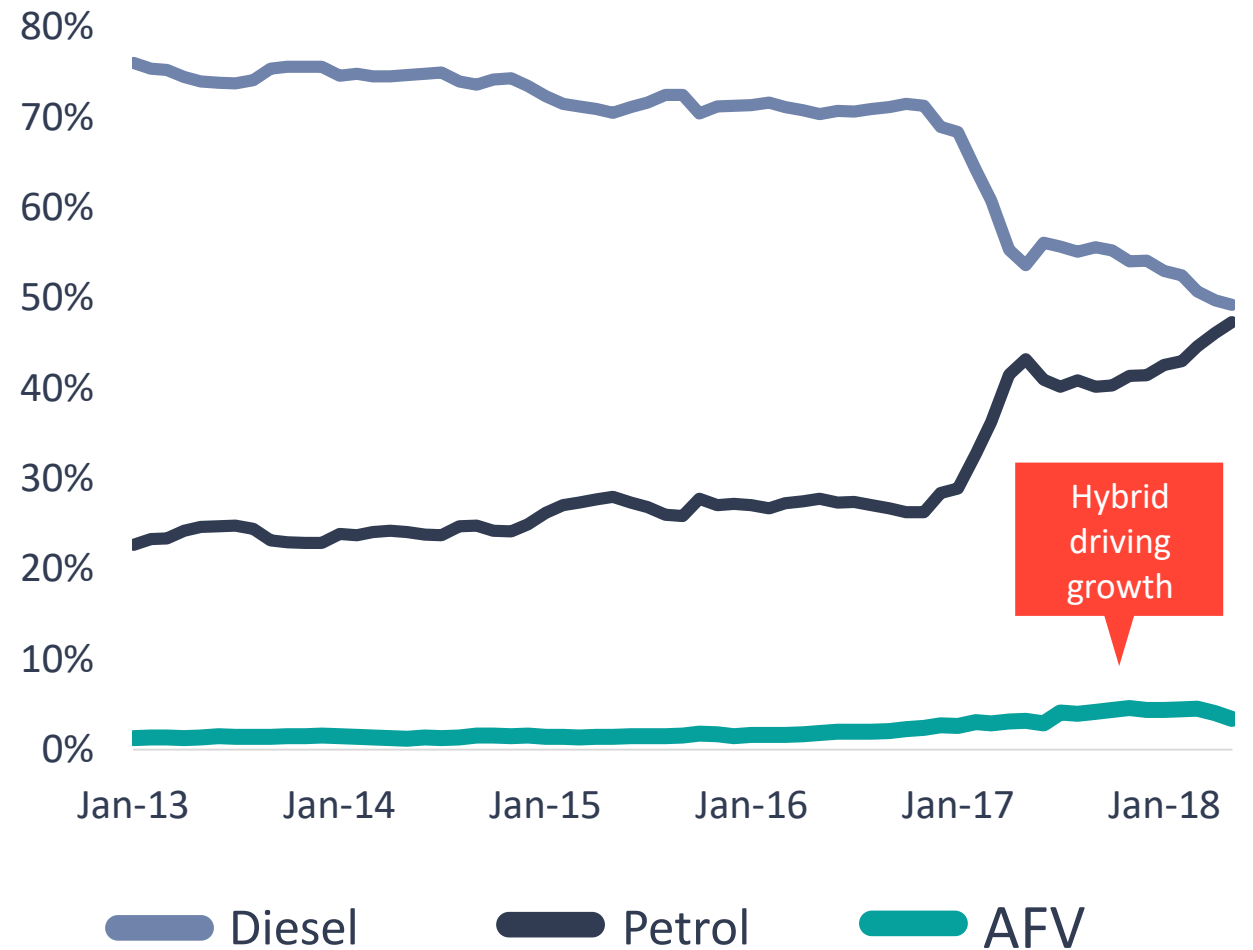
Demand for AFVs is growing, but slowly and from a small base

AFV share of UK new car registrations



SMMT data

Searches on Auto Trader by fuel type (% share)



So why aren't consumers buying
more AFVs today?



3 in 4 motorists agree that **pollution** caused by cars on UK roads is **worrying**

2 in 3 claim that fuel pollution is an **important consideration** to make when buying a car

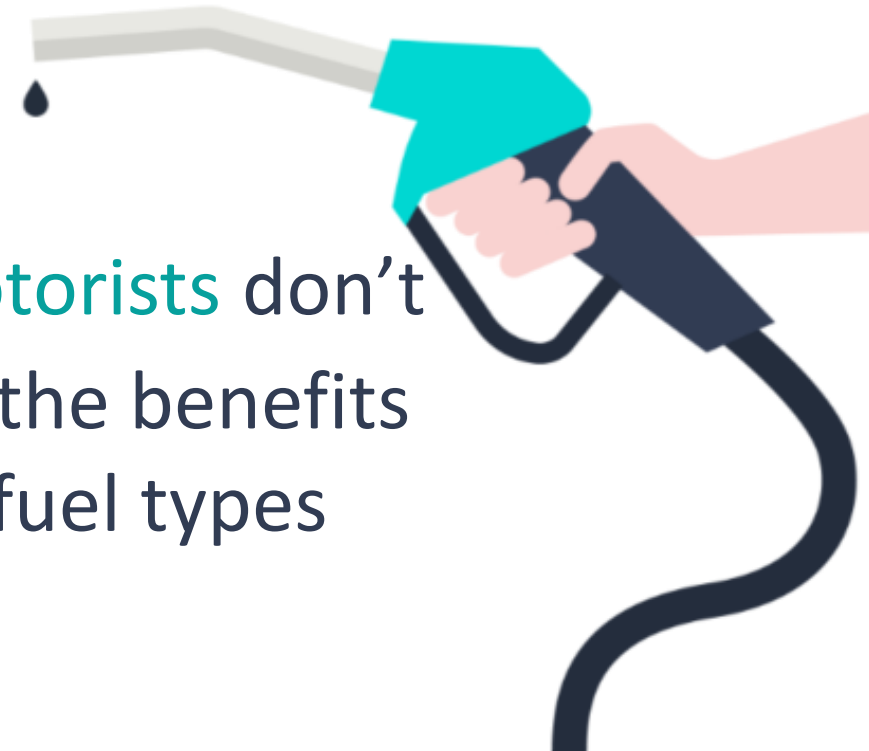
1 in 2 also say that they care **more about car pollution** now than they did 12 months ago

But more and more people are simply confused

1 in 2 motorists claim that the messages on fuel types have made the car buying process more challenging

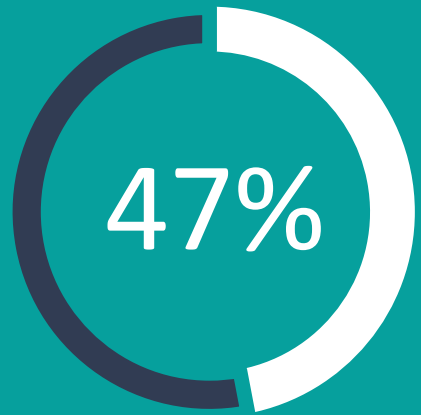


1 in 2 motorists claim there isn't enough clear information on what fuel types are on offer

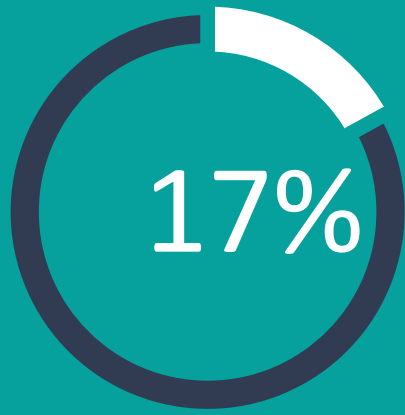


1 in 3 motorists don't understand the benefits of different fuel types

The demonisation of diesel hasn't swayed diesel owners to purchase AFVs...



of diesel owners said they were returning to diesel (newer engines)



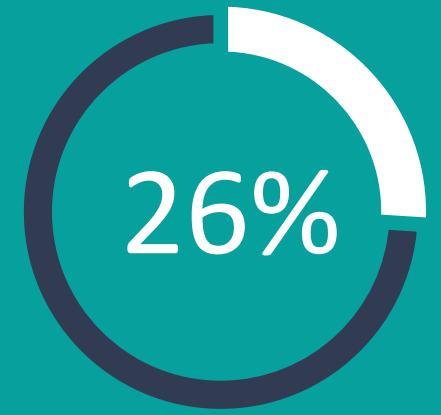
of diesel owners said they were switching to petrol



of diesel owners said they were switching to a hybrid




of diesel owners said they were switching to electric




of diesel owners said they were undecided

...It's simply led to indecision and delayed car purchases



The result of this
confusion is
often inaction...



...And when it
comes to the
crunch, consumers
take decisions based
on personal factors
not societal ones



Cost is the single most important factor



49%

of motorists would not consider an electric vehicle because of the upfront cost

41%

would not consider an electric vehicle because of the servicing and running costs

81%

believe petrol and diesel are good value for money,

but only
19%

say the same for electric

Electric and AFV prices are higher than traditional ICE models, and going higher

Average prices of a vehicle on Auto Trader by fuel type

Electric vehicle

£17,622

Alternatively fuelled vehicle

£20,130

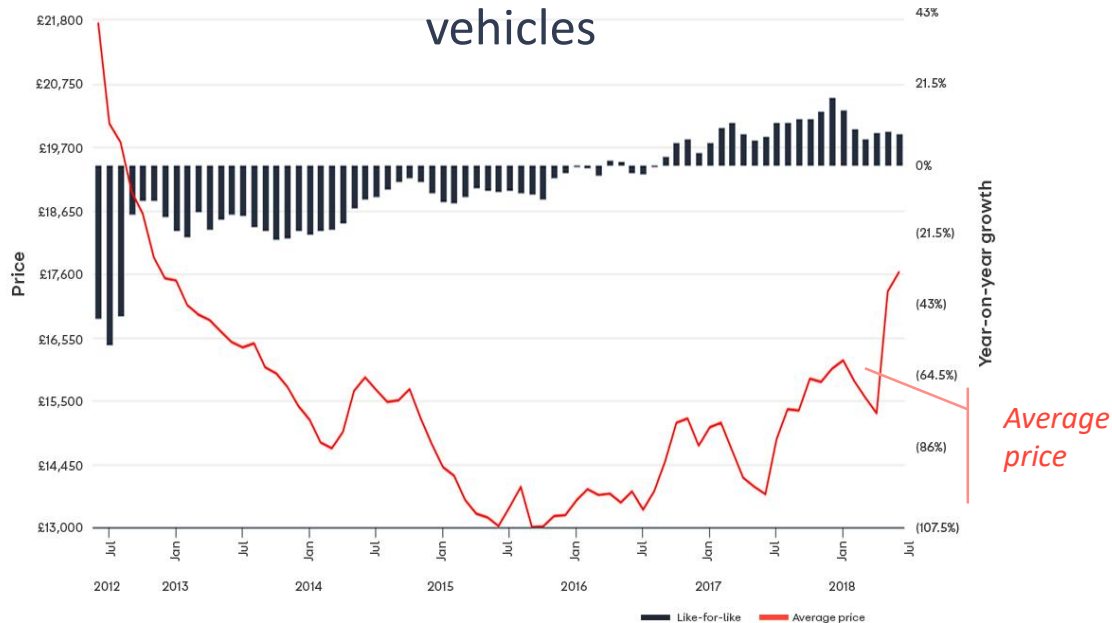
Petrol vehicle

£10,760

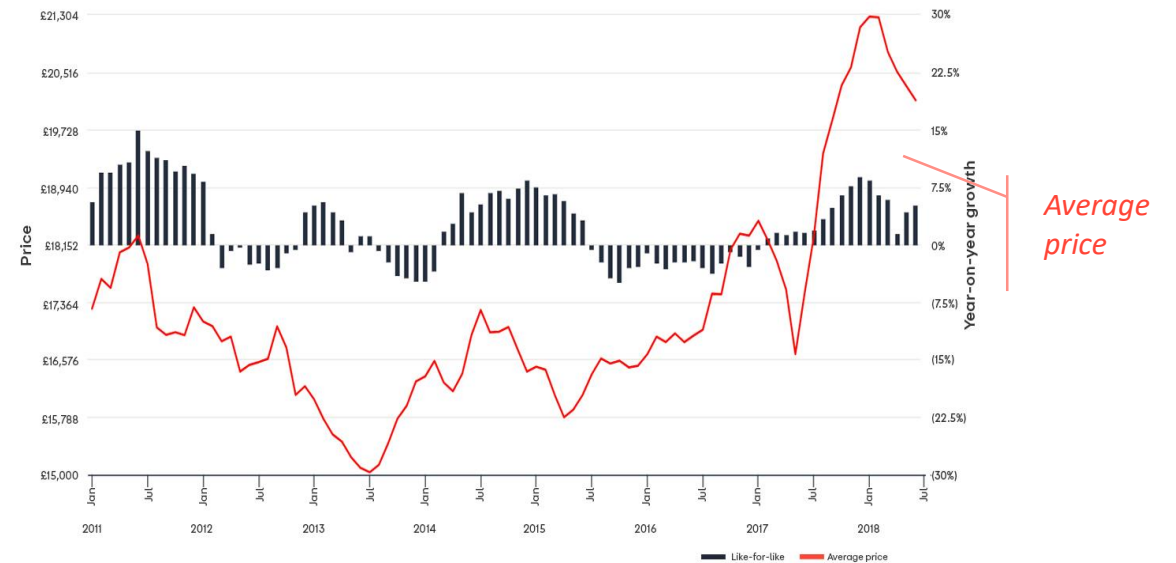
Diesel vehicle

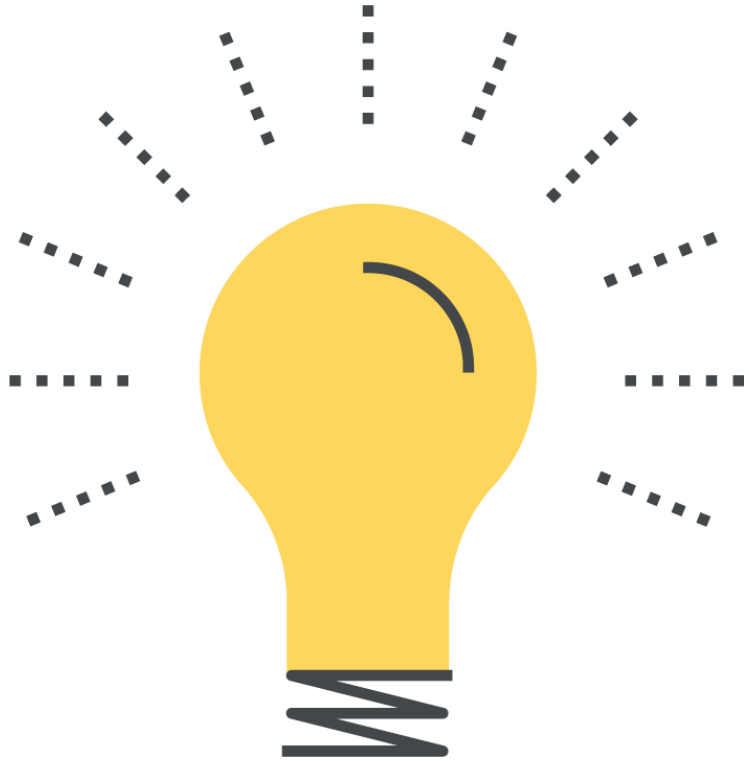
£14,416

Auto Trader Retail Price Index – Electric vehicles



Auto Trader Retail Price Index – AFVs





How can we help
change perceptions?

1

Make it clearer

Education hub
featuring editorial
content and listings

Give consumers the information they need

The screenshot shows the AutoTrader website's dedicated hub for electric and hybrid cars. At the top, the navigation bar includes links for 'Cars', 'Prestige cars', 'Vans', 'Bikes', 'Motorhomes', 'Caravans', 'Trucks', 'Farm', and 'Plant'. The main heading is 'Electric cars and hybrid cars', accompanied by a sub-heading and a paragraph explaining the benefits of these vehicles. Below this, there are two search buttons: 'Search electric cars' and 'Search hybrid cars'. The page is divided into three columns of content: 'Charging', 'Range', and 'Battery', each with a representative image and a short introductory paragraph. At the bottom, there is a section titled 'The latest news, reviews and advice about electric and hybrid cars' with a 'Read more' link, featuring four article thumbnails with titles like 'Best Electric Cars available in 2018 and beyond' and 'Which car fuel will work best for your next new car?'.

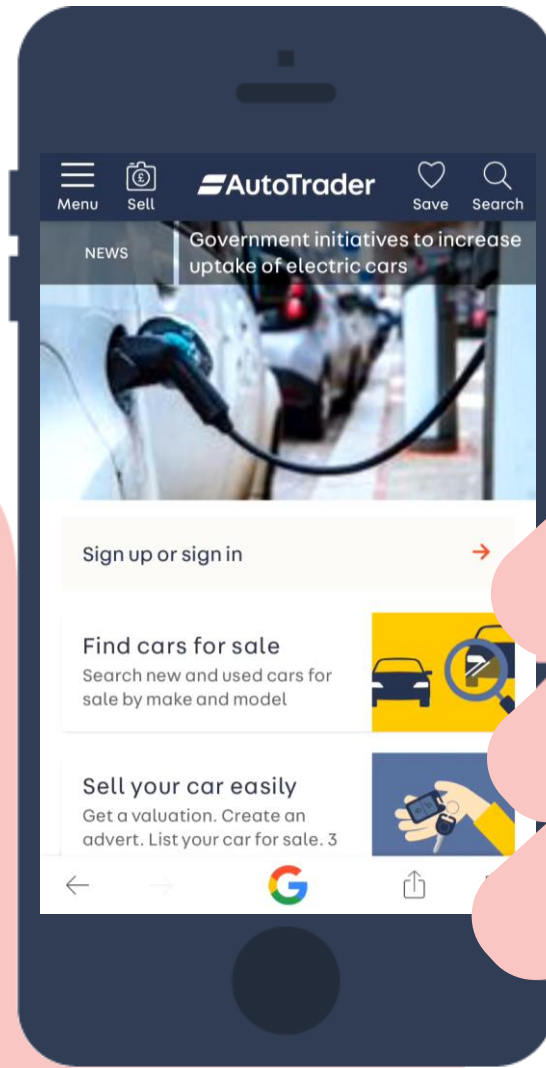
The screenshot shows a YouTube video player interface. The video title is 'The REV Test Electric Cars'. The video content shows three people standing next to three different colored electric cars (dark blue, red, and light blue) parked in front of a modern glass building. The video player includes standard controls like play/pause, volume, and a progress bar showing 0:03 / 8:34.

2

Make it easy



AutoTrader



In other industries, monthly payments are already fully cemented as the norm...

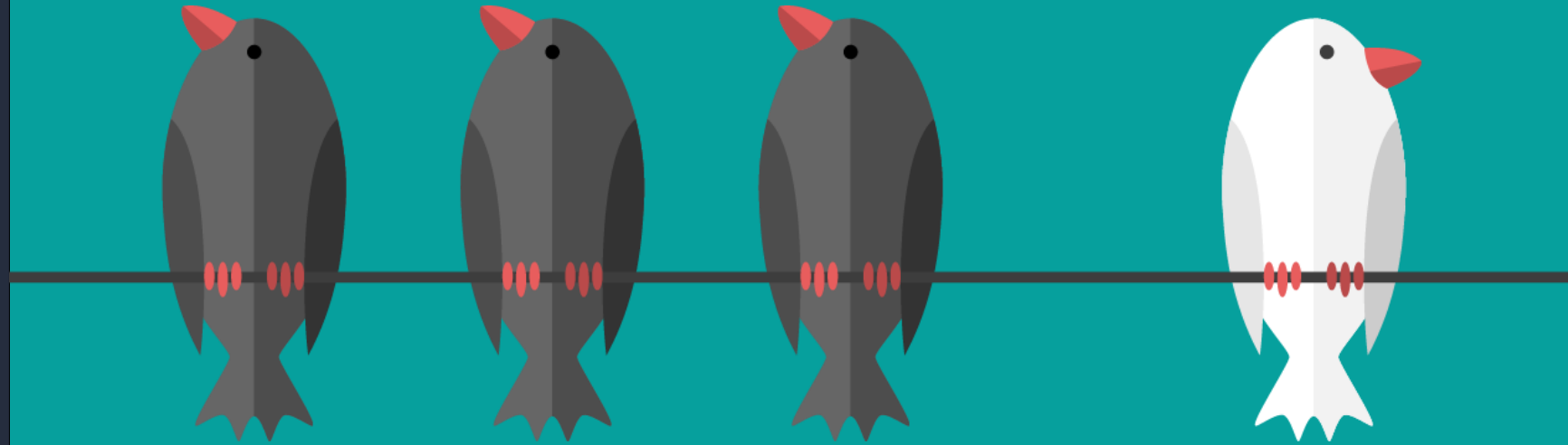
71%

of car buyers say monthly payments is the most important factor influencing finance choice



3

Make it
compelling

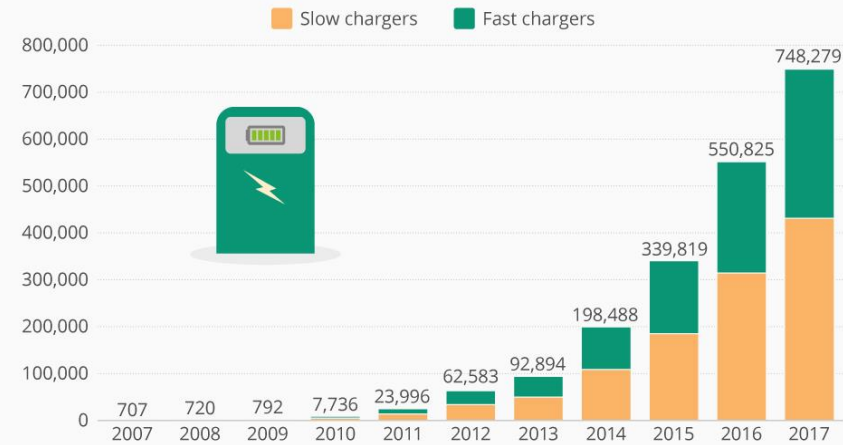




...and ranges of
c.500 miles

E-Car Charging Infrastructure Becoming Mainstream

Global publicly accessible electric vehicle chargers by type



@StatistaCharts Source: IEA

statista

‘Second
generation’ EVs
with great
performance and
looks...



Visible evolution
of charging
infrastructure

1

Make it clearer



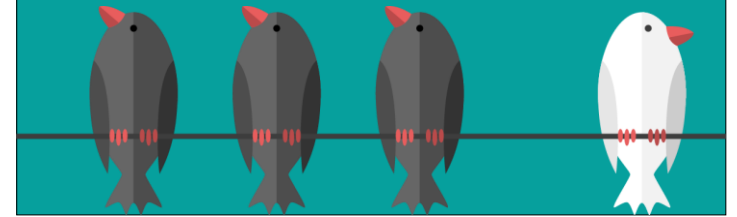
2

Make it easy



3

Make it
compelling



 AutoTrader