

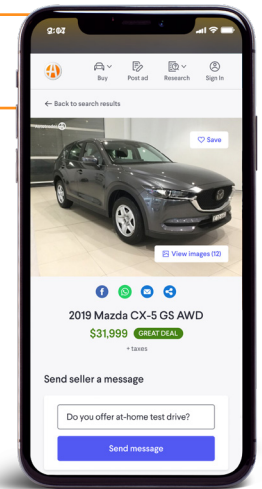
# Welcome to Dealer Central

Dealer Central is designed with the dealer in mind, it's your **efficient**, **simple** and **smart** solution to manage your vehicles on Autotrader Group.

## Dealer Central focuses on 3 key areas:

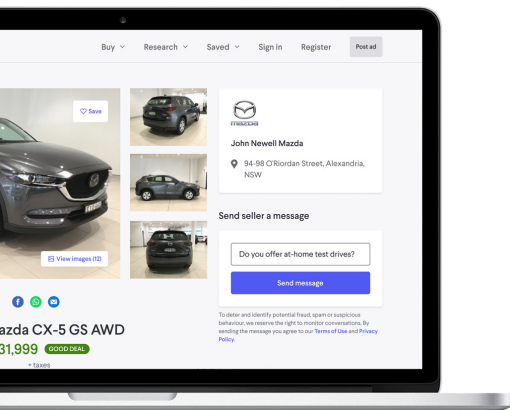
### CREATE: Easily create listings manually or automatically via feeds

- **The ad creation process is fast and smart**  
Result? High quality ad – data accuracy and transparency
- **Using the Vehicle Identification Number (VIN) decoder will save time**  
Data pre-populates, requiring minimal edits by creator
- **Mobile-friendly and capable**  
Take photos on your mobile phone and upload them seamlessly into the ad



### MANAGE : Prioritise specific vehicles or edit all stock listings to maximise visibility

- **View ad performance**  
All at the unique vehicle level
- **Quick sort functionality**  
Conveniently sort listings by: price, age (time on site), and status  
NB: Sort is not available on the mobile version, as it is optimised for the larger desktop experience
- **Simple search fields**  
Use the easy search functionality to search for your listings using any of the following attributes: VIN | Stock Number | Make | Model | Exterior Colour | Ad Title | Description



### OPTIMISE: See performance and insights to optimise inventory

- **Date-specific performance**  
Ad activity can be displayed during a specific date range
- **Trendspotting / performance at the individual vehicle level**  
Identify top/bottom performing ads
- **Real-time data**  
Make key decisions based on the latest information (~5 mins of an action performed onsite)

Photos	Year/MKM/Condition/Mileage/Stock ID	Price	Age	VIN	Views	Leads
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$3,950	47d	52	572	21
	2018 Mercedes-Benz C-Class Stock: 4812816-15485C	\$12,999	13d	107	678	43
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$3,950	47d	52	572	21
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$4,490	13d	201	348	15
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$4,490	13d	24	1037	113
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$3,950	47d	52	572	21
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$4,490	-	-	-	-
	2019 Mazda CX-5 GS AWD Stock: 2405888-173302	\$4,490	13d	24	1037	113