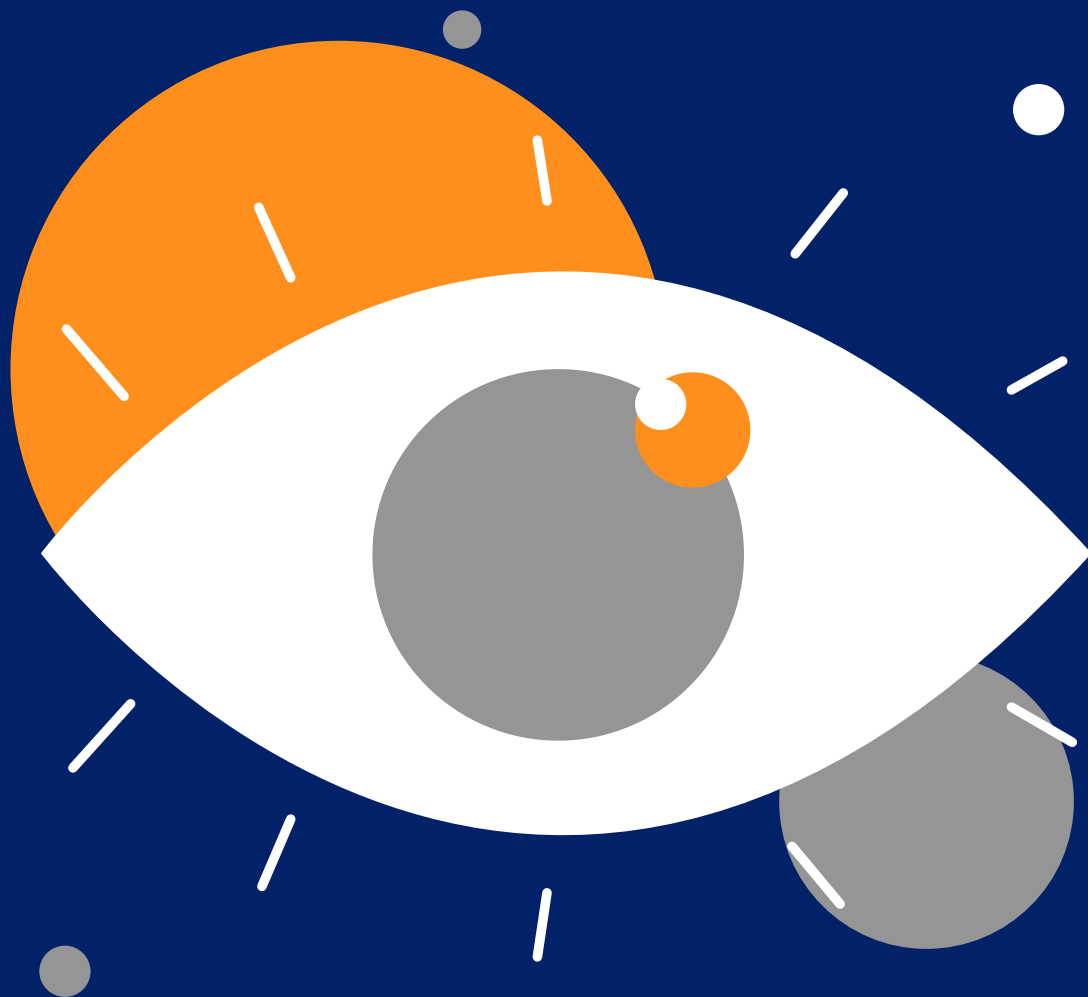


Autotrader Group 

DEALER CENTRAL



Get Pinpoint Inventory Control

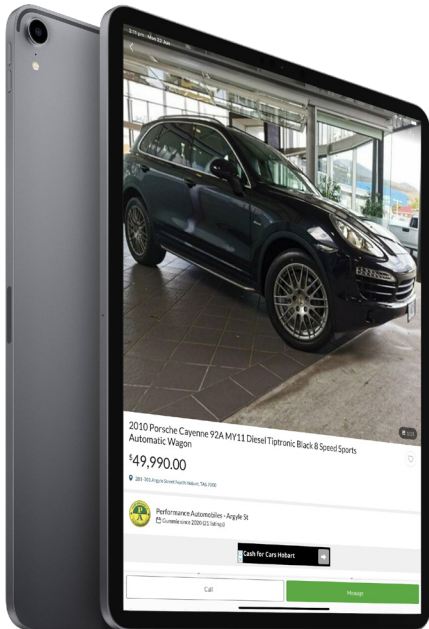
Introducing Dealer Central
Your Inventory Management Tool



Welcome to Dealer Central your Autotrader Group inventory management tool.

This brief introduction into Dealer Central will help you understand the full potential of selling your inventory by effectively managing your listings at an individual stock level.

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



Turn your online presence into a virtual extension of your dealership.

With Dealer Central you can create effective listing performance on Autotrader Group, fast. Manage your inventory and accelerate every part of the customer experience.

Post your listings efficiently using the add vehicle tool.

With Dealer Central you can create effective listings fast on Autotrader Group.

In Dealer Central you can:

- List vehicles fast using the Vehicle Identification Number (VIN) decoder
- Add and remove photos, straight from your desktop or phone
- List your vehicles on the go with our new mobile compatible interface

Refine your listings to boost sales with our easy inventory stock view.

On Dealer Central you can tailor each listing and monitor performance at a glance.

In Dealer Central you can:

- Use our improved stock view for at a glance reporting on your listings
- Optimise your inventory efficiently to make your listings more effective
- Apply additional ad features such as Top Ads and Bump Ups to boost your listing performance

Take your business to the next level with reporting and analytics.

Dealer Central provides performance data to help you optimise your online sales.

In Dealer Central you can:

- Get access to real-time reporting to make informed stock decisions instantly
- Find ad performance data in specific date and time ranges
- Read and review your email enquiries and total connections in one place
- Identify and optimise top and bottom performing ads on Autotrader Group

Get started on Dealer Central.

It's time to turbo-charge your listings and discover your new user interface, features and reporting.

Inventory:

See and manage all your active listings on one easy dashboard.

Features & Promotions:

Easily apply additional ad features to boost your listing.

Performance Data:

Access real-time performance data at a glance.

Add Vehicle:

Create effective vehicle listings fast.

The screenshot displays the Autotrader Group Dealer Central interface. The top navigation bar includes a search bar for inventory, a '+ Add vehicle' button, and filters for ad status (All except sold), category (All), condition (All), and more options. Below the navigation, there are buttons for 'Add photos 2' and 'Improve description 4'. The main content area shows a table of 132 listings. The table columns are: Status / Photos, Year / Title / Condition / Mileage / Stock ID, Price, Age, Views, Views / Day, Connections, and Ad Type. Four listings are visible, each with a car image, title, price, age, views, and various promotional options like 'Highlight', 'Urgent', 'Homepage', 'Top Ad', and 'Bump Up'. The interface also includes a sidebar with 'Inventory', 'Analytics', and 'Enquiries' options, and a bottom section for 'The new Gumtree Dealer Central' with links for 'What's new?' and 'Dealer Guides'.

Status / Photos	Year / Title / Condition / Mileage / Stock ID	Price	Age	Views	Views / Day	Connections	Ad Type
Active	2015 Mercedes Benz R Class... Used - 24,658km - FZ6592	\$14,900	49d	70	2	2	BASIC
Active	2016 Mazda 6 Grand Touring Used - 24,658km - FZ6592	\$14,900	21d	10	1	5	BASIC
Active	2015 Mercedes Benz R Class... Used - 24,658km - FZ6592	\$14,900	49d	70	2	2	BASIC
Active	2015 Mercedes Benz R Class... Used - 24,658km - FZ6592	\$23,900	9d	15	2	4	BASIC

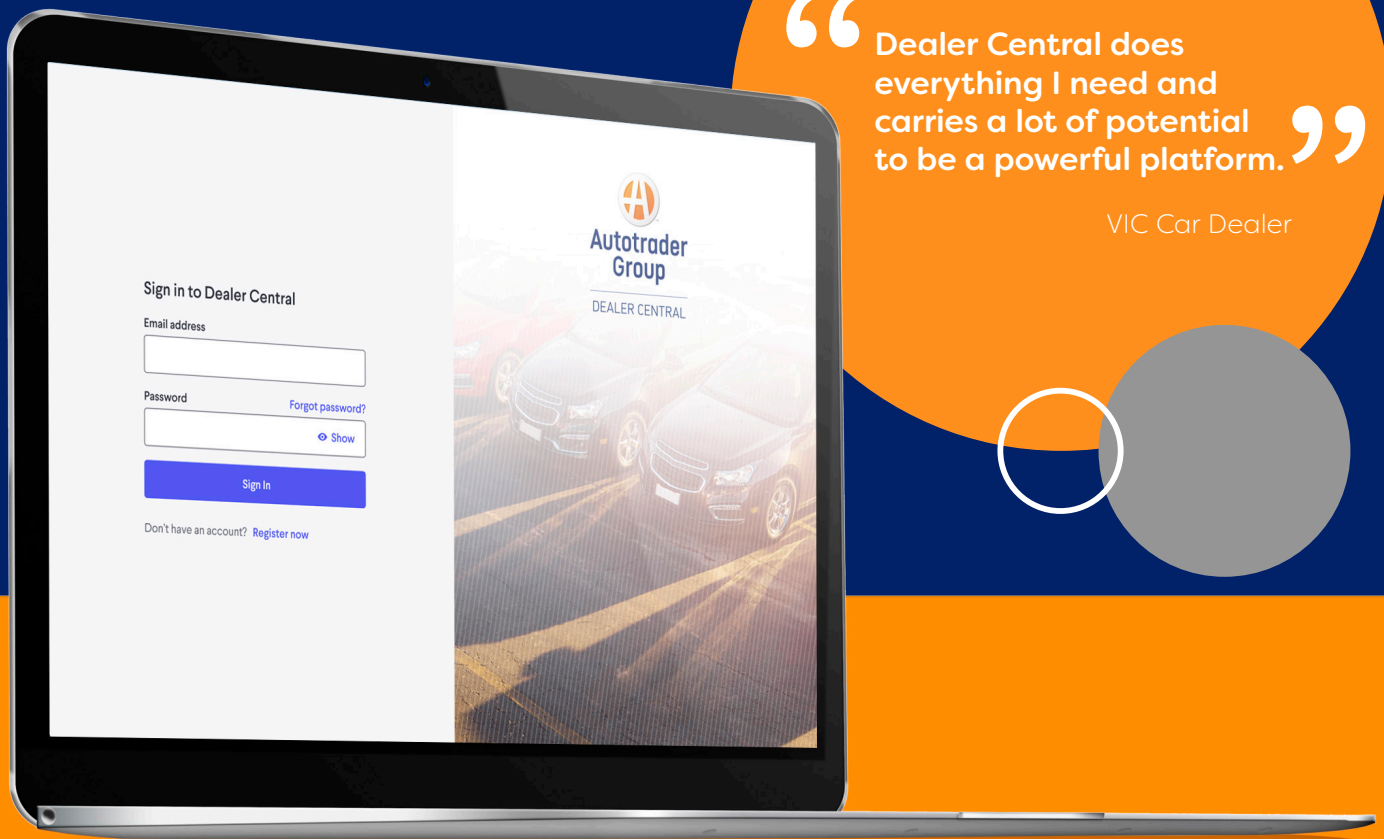
Log in to get started.

Manage and accelerate every part of the customer experience.

How do I log in?

Log in to start building your virtual online dealership today.

Copy your email address and password from the Welcome email you received from Autotrader Group, then paste them into the Email and Password fields on the Dealer Central landing page. Delete any blank spaces before or after your email or password before clicking Login.



Have questions? We have answers.

For more info visit www.autotradergroup.com.au/dealer-central