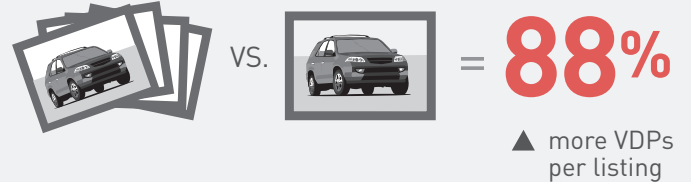


DRIVING ONLINE INFLUENCE & PREFERENCE

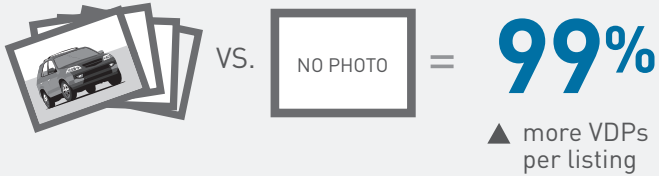
MULTIPLE CUSTOM PHOTOS VS. STOCK PHOTO¹



MULTIPLE CUSTOM PHOTOS VS. SINGLE CUSTOM PHOTO¹



MULTIPLE CUSTOM PHOTOS VS. NO PHOTO¹



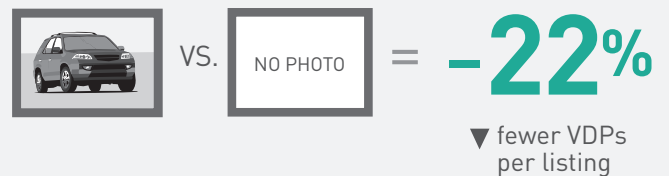
SINGLE CUSTOM PHOTO VS. STOCK PHOTO¹



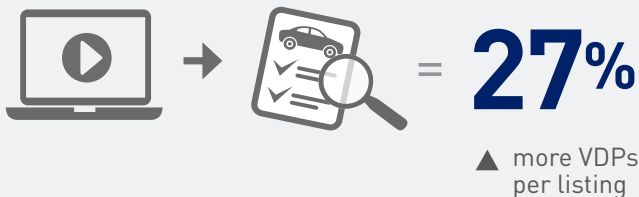
PRICE VS. NO PRICE¹



STOCK PHOTO VS. NO PHOTO¹



COMMENTS VS. NO COMMENTS¹



VIDEO VS. NO VIDEO²



*VDP = Vehicle Details Page

¹Netezza tables 01/01/2018 through 03/31/2018

²AutoTrader.com Site Statistics (defined by inventory with videos during 01/01/2018 through 03/31/2018)