



Premier Dealer

Sell cars more efficiently without sacrificing profit.

Edmunds' audience is ready to buy

In the month of purchase, more online car buyers visit Edmunds.com

Online Car Buyers Traffic at Purchase Month



(JD Power/Complete In-Market Buyer Behavior Study, January 2011)

Edmunds' buyers are unique

Qualified

- 64% are educated with college or post-graduate degrees
- Have greater spending power; the #1 site for consumers making \$100K per year
- 91% own a home

Ready

- 50% of Edmunds' buyers purchase a car within 24 days of using the site
- 90% within 70 days



The Sale Starts Here.SM

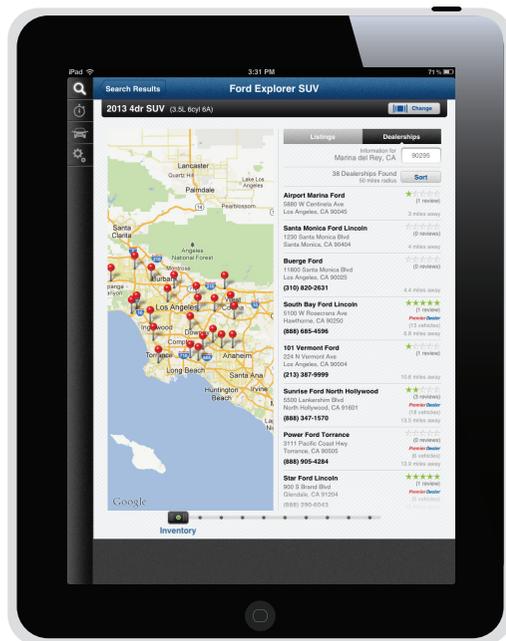


“Edmunds is the #1 review site used by consumers to select a dealership”

(Digital Air Strike study, May 2012)

Features

- New and Used Inventory Listings
- CPO Listings
- Links to Dealer Specials
- Up to 35 Photos for Each Listing
- Custom Contacts
- Custom Content on Vehicle Detail Pages
- Dealer Microsite
- Website Referrals
- Trackable Phone Number
- Dedicated Account Representative
- Consumer Dealer Ratings
- Dealer Chat Feature
- Reviews
- Maps and Hours
- Vehicle History Reporting
- Flat Fee Listing Rates
- Flexible Territory Radius
- Detailed Marketing Report



Top Rated App

The Edmunds iPad and iPhone app was featured as a “What’s Hot” in the iTunes store.

"Edmunds consumers come into my store ready to make a purchase. I save time and effort when I'm handed consumers that are educated and ready to buy!"

**-Nevin Cordero
Mark Christopher Chevrolet**

Interested in becoming an Edmunds Premier Dealer?
Contact us at 1-855-EDMUNDS or sales@edmunds.com

