edmunds

May 18, 2020

Dear Partner,

Edmunds deeply values your business and continued partnership. We are optimistic as more regions across the country look to cautiously reopen and consumers are beginning to resume their regular purchasing habits, but we also recognize that this continues to be a very trying time for your business. We remain committed to supporting you in every way we can by giving your brand and inventory maximum exposure to Edmunds' highly engaged audience of car shoppers.

Accordingly, you will be receiving a rate reduction of 20% for the month of June. Your subscription services will remain active and fully supported by our team, but we anticipate some decline in exposure during this period.
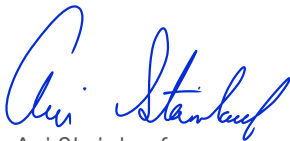
We're excited to let you know that now is a better time than ever to be partnered with Edmunds. Here are some of the highly encouraging signs of increased demand among car shoppers right now:

- Traffic on Edmunds is up 41% from the week of March 22 to the week of May 10.
- New lead volume has recovered to seasonally expected levels and Used lead volumes continue to rise to almost 2X our seasonally expected levels.
- Our audience is high quality: the growth in dealer contacts from Edmunds' audience has outpaced the growth in overall traffic.

Now is a critical time to prepare for a recovery in the marketplace, and Edmunds is ready and available to help. Even as some states reopen, safety remains the highest priority and top of mind for car shoppers; our free product offerings ensure that consumers can conduct critical parts of the car shopping process online. Another free resource available to you is Edmunds' newly launched The Download, a collection of short educational articles and videos created especially for dealers where our experts share actionable tips and insights on how to optimize your website and connect with shoppers virtually.

We admire the resilience of our country's auto dealers through all of this and we're here for you every step of the way.

Thanks for your partnership,

Avi Steinlauf
CEO