

Demand Driven. Dealer Ready.

Introducing the NEW AutoTrader

go.trader.ca/NewEra

Auto
Trader.ca

Built in Partnership. Designed to Support How You Sell.



We believe deeply in Canada's automotive industry, which is why we've spent the past 12 months working side by side with dealers and car shoppers to shape the NEW AutoTrader.

Backed by the work of 300+ engineers, product leads, and designers, every change is grounded in a single goal – helping dealers serve today's buyers better, with more confidence and less complexity.

What Runs the NEW AutoTrader



An intuitive, forward-looking car shopping experience, designed for shorter attention spans and faster decision-making.



DemandAI, our NEW intelligence layer behind marketplace discovery, relevance, and performance.



Dashboard, your all-new command center, provides more control, visibility, and performance for your marketplace presence.

go.trader.ca/NewEra

AutoTrader.ca

Join Us on the Journey into the NEW Era of Car Sales

Running a dealership is complex. Your online marketing shouldn't be. This why we've introduced three simple and streamlined offerings – **Go, Smart, and Pro** – built specifically for Canadian car dealers. Confidently make better informed marketing decisions and expose your inventory to Canada's largest audience of serious car buyers.

GO

Start with Confidence

Build steady visibility with a simple, reliable foundation for success

SMART

Grow with Intelligence

Reach more buyers with increased visibility and AI-driven insights to drive higher efficiency for your dealership

PRO

Lead the Market

Unlock maximum visibility, premium brand building tools, and priority support designed for dealers ready to dominate their market

	GO	SMART	PRO
Reach In-Market Canadian Shoppers Presence on AutoTrader.ca with up to 50 Photos per Listing			
Performance Uplift via Turbo	Organic ●●●●●	Enhanced ●●●●●	Maximized ●●●●●
SearchTurbo	—	✓	✓
GeoTurbo	—	Available (Smart+)	✓
Discover Turbo	—	—	Available (Pro+, Pro++)
Beyond Turbo	—	—	Available (Pro++)
AutoMatch	●●●●●	●●●●●	●●●●●
Estimated Trade-In Leads	✓	✓	✓
Deal Builder	—	✓	✓
Mark as a New Listing	—	20% of inventory	50% of inventory
Optimize Listings with Dashboard			
Listing Health	✓	✓	✓
Price Analysis	✓	✓	✓
Competitive Insights (Beta)	Trial	✓	✓
Equipment Alert	Trial	✓	✓
Strengthen Your Dealership's Brand			
Dealership Page	✓	✓	✓
Link to Dealership Website (from VDP)	Available (S)	Available (S)	✓
Super & List Page Branding	—	—	✓
Own Recommender Carousel	—	—	✓
Limited Ads on VDP	—	—	Available (Pro++)
Trusted & Reliable Support			
Service Level	Standard	Standard	Priority

Demand AI

The Intelligence Behind the NEW AutoTrader

Our all-new algorithm powered by Artificial Intelligence (AI), matches your inventory with the right shopper at the right moment, driving more relevant discovery across AutoTrader.ca.

DemandAI powers a unified marketplace search experience, determining the best order to display inventory listings based on how well a vehicle matches a car shopper's preference set.

To pair consumers with the most relevant dealership inventory, DemandAI evaluates 50+ vehicle characteristics alongside 30+ car shopper signals, constantly learning from real behavior, demand patterns, and listing performance.



Introducing the Turbo Suite

The Performance Edge That Lets You Stand Out

Turbo represents the always-on performance capabilities powered by DemandAI. As you move from Smart to Pro, Turbo levels increase, unlocking more reach, more placements, and more impact.

Your Entire Stock Gets Boosted

With Turbo, every listing in your inventory gets a visibility boost, not just a selected few. One activation powers your full stock, helping all your vehicles reach more potential buyers and perform better together.

Unlock Maximum Reach Across the Buying Journey

Reach car shoppers across the entire buying journey, delivering a more relevant experience and giving you advantages at every key touchpoint.

Smarter Boosting Through Relevance

Relevance drives every boost. AI identifies and determines which listings to promote and automatically adjusts their visibility, delivering smarter exposure and better results. Ensuring visibility is always applied when it matters most.

SearchTurbo

Higher visibility in search results



GeoTurbo

Expanded reach into a wider shopper radius



BeyondTurbo

Renewed visibility off the platform to bring interested car shoppers back



DiscoverTurbo

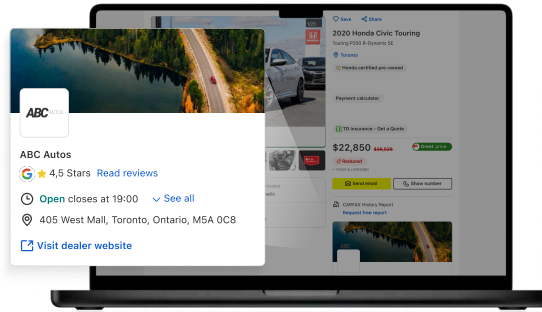
Broaden placement of your listings across key pages on the marketplace and even consumer emails



Dealership Branding

Build Trust with Car Buyers Through Branding

An impactful brand is a cornerstone to establishing car shopper trust and confidence – a foundational element behind engagement. Through our branding solutions, your dealership's brand will be emphasized in prominent areas of AutoTrader.ca, including all your inventory listings.



Superbranding

Your dealership's logo, banner and reviews directly alongside vehicle details



Recommender Carousel

Promote similar available stock in recommendations section of your listings shopper radius



Dealer Link

A direct link to your website from your listings helps car shoppers further connect with your brand

Why Partner with AutoTrader?

50+

Through our 50+ years of commitment to the Canadian automotive industry, 60% of the most engaged and serious car shoppers exclusively use AutoTrader.ca

60%

60% of Canadian vehicle sales are influenced by AutoTrader.ca, reflecting the scale and consistency of buyer demand the marketplace delivers to dealerships across Canada

48K+

48,000+ hours invested in partnering with dealerships across Canada in 2025 to help shape car buyer demand and convert shopper interest into consistent showroom traffic

Dashboard

Your All-New AI-Powered Command Center

Dashboard provides more control, greater visibility, competitive insights and stronger performance across your marketplace presence – in a single, convenient and easy-to-use platform.

Full Visibility & Control of Your Data

Instantly access all your critical information from one place, including inventory, leads, and performance metrics

Work Smarter, Not Harder

Save time with an intuitive interface that turns complex reports into clear insights

AI Guidance at Your Fingertips

DealerIQ delivers actionable insights on pricing, inventory listings, and merchandising to boost conversions

Stay Ahead of the Competition

Make faster, data-driven decisions by tapping into competitive insights to separate your dealership from the rest of the pack





go.trader.ca/NewEra


Auto
Trader.ca