

Media Release

Tuesday 20 February 2007

Buy a car on the move!

www.mobile.autotrader.co.nz

Auto Trader the leading brand for the buying and selling of vehicles today expands its multi-media offering with the launch of *autotrader.co.nz* on mobile. Consumers can now use their pxt enabled handset to search for their dream car and view the colour photo and details.

The Auto Trader mobile search is so simple to use. Potential car buyers can text auto to 8244 and receive a link to click on or they can enter *mobile.autotrader.co.nz* direct into their mobile phone's web browser.

Lee Williams, Digital Media Director of ACP, announced "the Auto Trader brand enables potential car buyers access to the best choice of quality vehicles for sale in New Zealand through mediums of their choice be it pc internet, mobile or print. From the news-stand, home, work or on the move your next car is at your fingertips."

Auto Trader mobile is another launch from ACP Digital, which now encompasses over 13 consumer websites.

Through 2007 Auto Trader is continually releasing new functionality and services to create the best quality trusted motoring service for consumers, the motor trade and advertisers alike.

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For more information contact:

Grant Brown
Sales Manager Auto Trader
Ph: (09) 308 2868
Mob: 0272 735 657
gbrown@tradergroup.co.nz

Lee Williams
ACP Digital Director
Ph: (09) 308 2804
ldwilliams@acpdigital.co.nz

About Auto Trader

- Auto Trader is the leading brand for the buying and selling of vehicles offering a compelling and competitive multi-media position across all effective channels including print (news stand and free distribution), the web and mobile. This includes the best selling weekly motoring magazine Auto Trader, supported by six free regional motoring publications, and the deep online offering of autotrader.co.nz.
- 124,297 unique visitors* in January 2007 visiting 1.9 times and viewing 3.89 million pages. *Source Nielsen Net-Ratings Market Intelligence January 2007
- 40,000 trade and private cars for sale every day
- News offering with over 1,000 articles and reviews with up to 10 stories breaking daily.
- Comprehensive new car research guide offering detailed information and reviews
- Major parts and accessories offering with over 10,000 items for sale.
- Endeca search, a powerful searching tool used in leading world-wide shopping sites such as walmart.com and tescos.co.uk.
- An exclusive marketing alliance with the Motor Trade Association helps to ensure that cars for sale on autotrader.co.nz are from genuine car dealers and private sellers creating a safer buying environment.

About ACP Media

ACP Media is New Zealand's leading magazine publisher. The company's ACP Magazines division publishes some of the country's most popular magazines, including *Woman's Day*, *The Australian Women's Weekly* and *Next*, newer titles *Taste* and *FQMen*, and iconic titles such as *Metro* and *North & South*. ACP Media's Trader Group includes *Auto Trader*, *Deals On Wheels*, *Motorcycle Trader & News*, *Trade-A-Boat* and *Buy Sell & Exchange*. ACP Media's Property Magazines division publishes a range of real estate advertising titles including *Property Press* and *Real Estate* magazines. ACP Media operates a national distribution network through its division Netlink Distribution Company, which distributes publications to retailers across the country. ACP Digital includes a number of websites including taste.co.nz, netguide.co.nz, magshop.co.nz, sellmefree.co.nz, autotrader.co.nz and runwayreporter.co.nz. ACP Media is a subsidiary of ACP Magazines Limited in Australia, a division of PBL Media Limited.

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