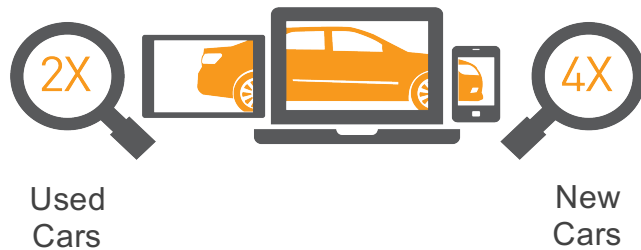


SPOTLIGHT ADS



GET YOUR VEHICLES IN FRONT OF SHOPPERS IN RELEVANT SEARCHES.



Occupy a prime position with Spotlights, with more exposure on the vehicles you want to move while matching the vehicles shoppers are interested in.

Used vehicle Spotlights on Autotrader receive **2X** more VDPs views than those not in a Spotlight. And for new vehicles on Autotrader, the increase is **4X** more VDP views than those not in a Spotlight.



Positioned near the **top of the Search Results page**, above the listings, this placement gives you more exposure as shoppers are looking.



Easily set up **automatic application**, so when your vehicles sell faster than you can keep up, the cars you need to move never miss a moment of exposure.



You have the **flexibility** to choose another vehicle to feature – whenever you please.

Dramatically increase your vehicle detail page views (VDPs) with spotlight ads on Autotrader and KBB.com.

