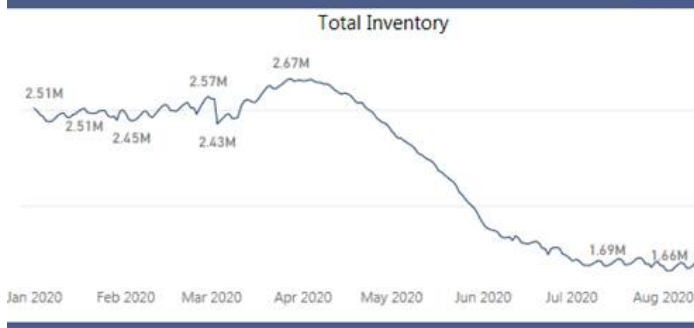


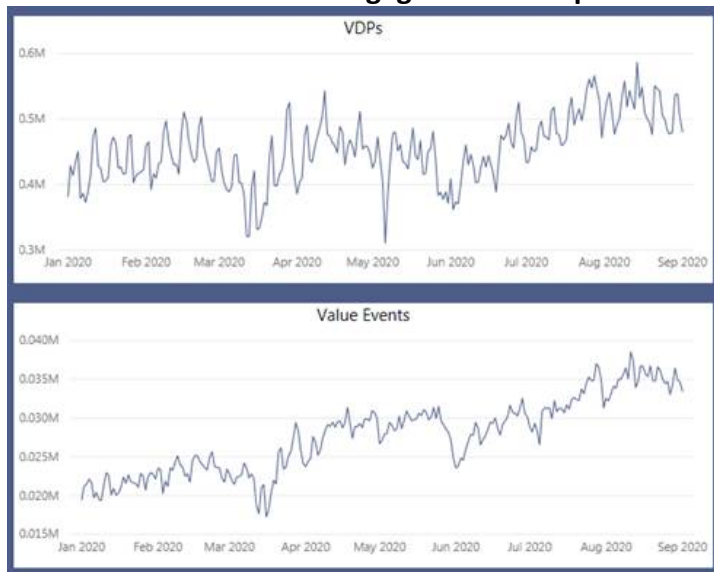
## Performance During the Pandemic- 9/10 Autotrader Advisory Board Update

The pandemic has advanced how we use technology, has forced us to be scrappier and smarter with our time and money than ever before, has changed how our shoppers want to interact and has left a number of unknowns that only time will allow us to understand with clarity. Using data to understand market trends is key to the success of our industry and is a key driver of the market share we have gained throughout the pandemic. As you know, what happens on your “virtual lot” is the most direct indicator of what is getting ready to happen on your physical lot and that’s why data-based decision making is more important than ever before in our businesses.

### Inventory levels are at the lowest point for many years.



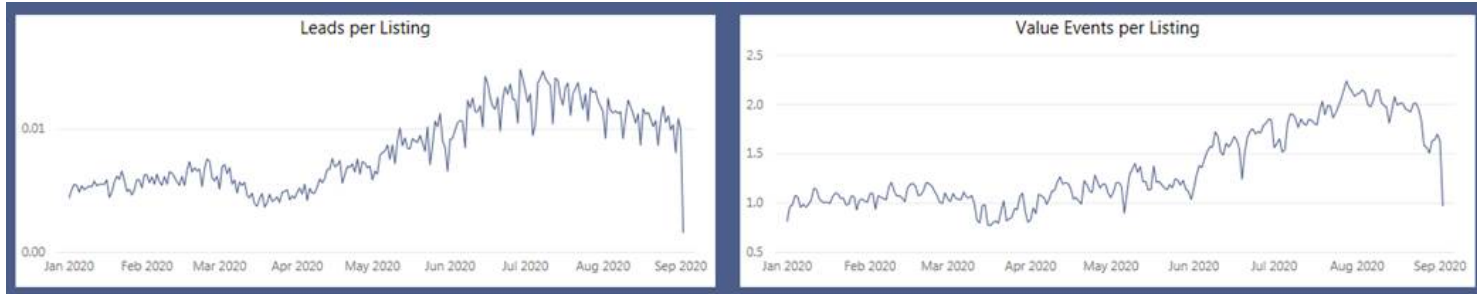
### Consumer activities and engagement are up across the board.





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**Leads and activities per car are the strongest they have ever been.**



\*\*September represents a partial month, which is why we see a decline

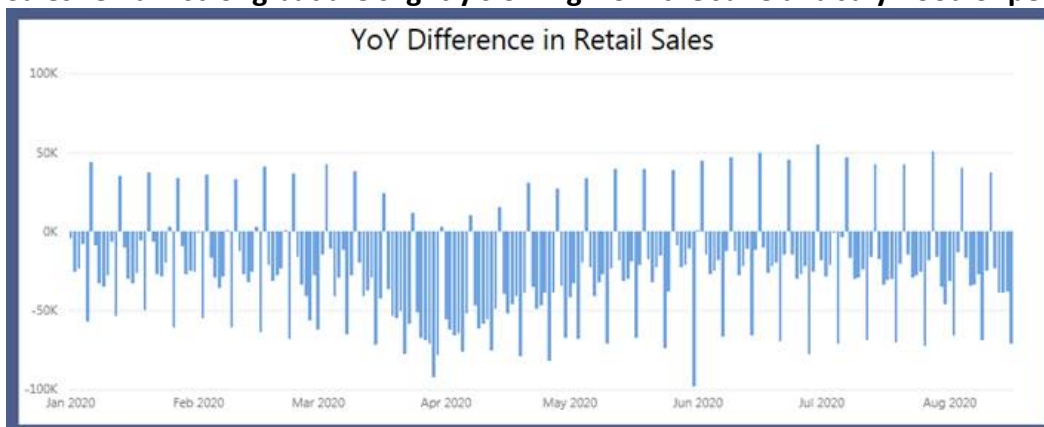
**Inventory pricing has skyrocketed for Used and slipped for New cars.** Much of this is based on inventory availability by segment. Scarcity and price to market have been impacted as well, but are slowly beginning to stabilize.





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**Sales remain strong but are slightly slowing from the June and July flood of pent up demand.**



\*\*\*(VINsolutions transactions only).

