

GUMTREE THE BIGGEST AUTOS SITE IN SOUTH AFRICA

Audience data specialists Effective Measures have released their figures highlighting the biggest websites in South Africa in terms of unique browsers and visits, revealing a bumper month for Internet use in the country.

While the Top Ten is predominately made up of news sites, Gumtree South Africa ranks second with a whopping 6,378,156 unique browsers in January – nearly 25% more than the previous recorded period. News24.com takes the top position with 7.3 million unique browsers, while Timeslive ranks third with close to 3.9 million visitors. Gumtree.co.za tops the Effective Measures list of automotive websites, with over 1.9 million unique browsers looking at Vehicles and Motorcycles on the platform in January alone – the fruits of our continued investment and focused attention.

This month's figures are reflective of a growing and healthy online economy. Internet use is intrinsically linked with self-empowerment and opportunity and any boom in usage represents new possibilities and development, particularly for entrepreneurs as has been demonstrated once again during our annual Gumtrepreneurship competition. The growth in our automotive section is telling; and we will continue to focus on expanding and growing both our automotive team and marketing efforts. Thousands of dealerships and professional sellers use our site to market their automotive stock, while there are thousands of informal traders making a living buying and selling cars as a sideline or business.

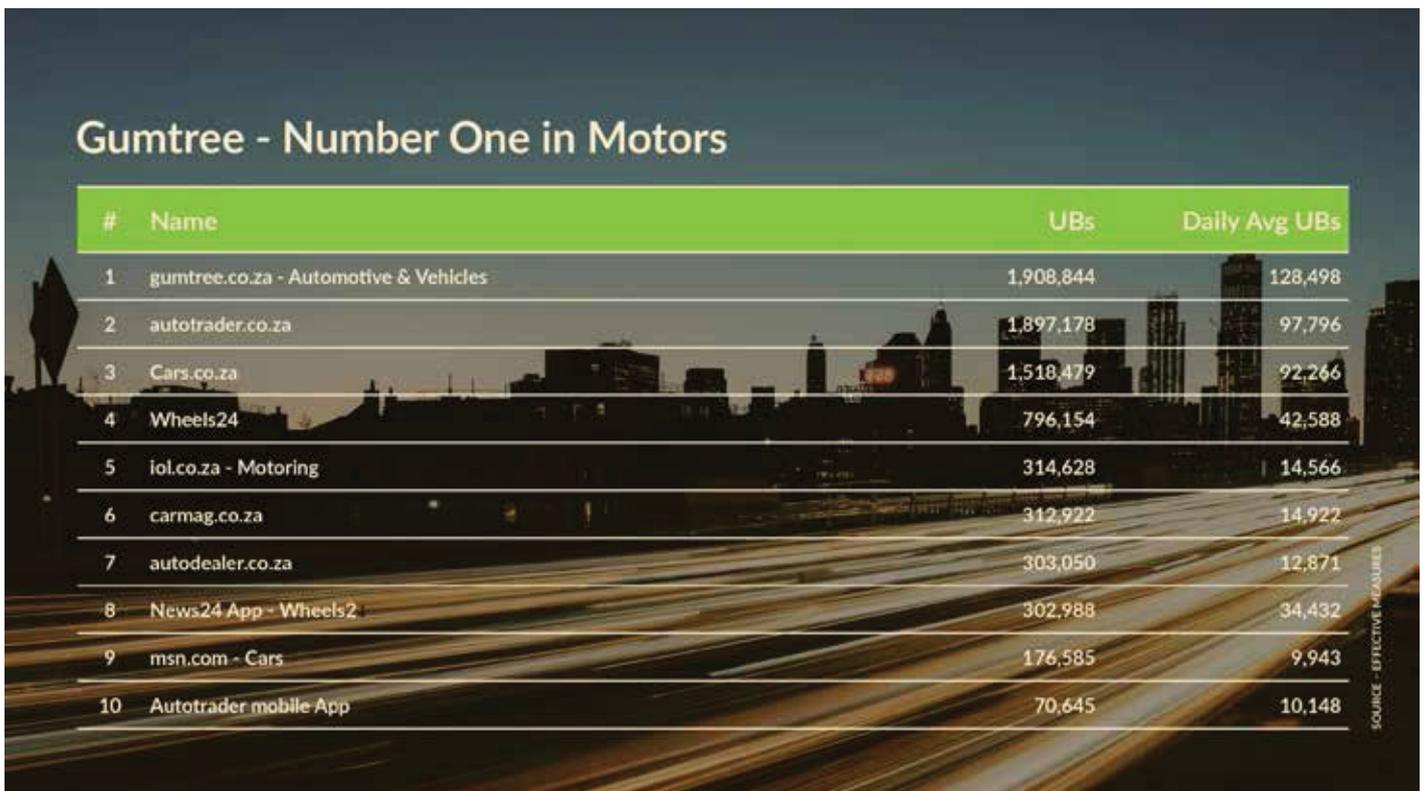
We have identified tens of thousands of informal traders in this space alone,

but the informal economy is much larger and more lucrative than even we can gauge. All indications are that 2018 is going to be a bumper year for ecommerce and recommerce and we're looking forward to supporting the individuals and small businesses that make use of our site.

Once again, I am extremely proud to be at the helm of this team and to be part of this incredible brand that continues to demonstrate growth and innovation – more than a decade after its foundation.



Sincerely,
 Johan Nel
 Director-GM Gumtree South Africa



**More than 1000 professional
dealerships and brokers trust
Gumtree to sell their cars.**

For the widest selection of new and pre-owned cars,
visit www.gumtree.co.za.



Gumtree
Autos

HOW GUMTREE BECAME NR 1 IN AUTOS IN LESS THAN 4 YEARS

The online automotive space has grown in leaps and bounds in the past decade. Amid fierce competition, Gumtree South Africa has taken the lead position in terms of traffic and becoming the platform of choice for both private and professional sellers.

Jeff Osborne, Head of Gumtree Autos South Africa explains how.

1. A few years ago Gumtree wasn't nearly as popular as an automotive classifieds as it is today. How did you go about changing the status quo?

It was an exercise in reverse engineering, to be honest. When I first joined the company, many of the dealers and OEMs I had come to know were skeptical about the site and our ability to attract the caliber of customer they were looking for. We had to ask ourselves, What does a leading autos look like? Who are its customers? What is the revenue model? What tools do we offer? Then we set about building it, getting rid of spam on the site, monetising the autos category and changing our value proposition in terms of marketing.

2. Monetisation is an interesting strategy for a traditionally free site. How was it received?

Monetisation is always the end goal for a classified site – and in truth, it's worked



Gumtree

'It was an exercise in reverse engineering, to be honest.'

very well as it minimising the amount of spam on the category. Private sellers can still post a car for sale without being billed, while dealers can choose from cost effective packages through the Gumtree Automotive Inventory Tool.

3. What is Gumtree doing in 2018 to maintain this position?

We're continuing our investment in online performance marketing, but will also be featured prominently on television and in print this year. Expect to see us replicate some of last year's most successful campaigns, including the Pre-Owned Car Awards and our headline sponsorship of the FIA World Rally Cross Finale in Cape Town. ■



Jeff Osborne, Head of Gumtree Autos SA.



GUMTREE GEARING UP FOR SECOND PRE-OWNED CAR AWARDS

Last year, Gumtree South Africa launched the first ever Pre-Owned Car Awards. Winning cars were selected using judging criteria unique to pre-owned cars, including Value for Money, Overall appearance after a number of years, Maintenance costs and more.

“South Africa has a few long-standing motoring awards shows that celebrate the latest releases, but ultimately, we’re a pre-owned market. Pre-owned vehicles are outselling new models at a rate of 2.37 to 1, which means that most consumers have a vested interest in pre-owned cars,” says Johan Nel, Director-GM of Gumtree South Africa. “These awards are not only an opportunity to showcase the quality and range of pre-owned cars on the market, but also a means to educate consumers about which **second hand cars** they should be considering and how to make a smart buying decision.”

Nel is confident that the online classifieds giant is best positioned to deliver the pre-owned car awards show, given its vast expertise in facilitating vehicles sales for both private sellers and professional car dealers.

“We’ve dedicated ourselves to facilitating automotive trade for more than a decade,” says Jeff Osborne, Head of Gumtree Automotive. “Gumtree has 75 000 cars listed for sale at any given time, by both dealerships and private sellers, and over 1.2 million people browsing the Automotive category every month. We know what consumers are searching for and how they are evaluating the cars they purchase, and we’re putting that information to good use.”

The awards recognise and celebrate the best pre-owned cars on the market, as evaluated by a panel of leading motoring experts and backed by authoritative data supplied in partnership with TransUnion.

Finalists will be selected from the best-selling pre-owned cars of the past three years, across several categories from

THE 2017 GUMTREE PRE-OWNED CAR AWARDS WINNERS

Budget Car under R110 000

2015 Kia Picanto 1.0LS

People’s Choice:

2015 Kia Picanto 1.0LS

Light Hatchback under R140 000

2015 VW Polo Vivo GP 1.4 Conceptline

People’s Choice:

2015 VW Polo Vivo GP 1.4 Conceptline

Medium Hatchback under R260 000

2015 VW Golf 7 1.4TSI Trendline

People’s Choice:

2015 VW Golf 7 1.4TSI Trendline

Performance Hatchbacks

VW Golf 7 2.0TSI R DSG

People’s Choice:

Mercedes-Benz A45 AMG 4-Matic

Cross-over between R200 000 and R300 000

2015 Mazda CX3 2.0 Individual

People’s Choice:

2015 Mazda CX3 2.0 Individual

Luxury Sedan under R475 000

2015 Mercedes-Benz C220 Bluetec

People’s Choice:

2015 Audi A5 Sportback 2.0TFSI

Premium Performance Sports Cars

BMW M4 M-DCT

People’s Choice:

Mercedes-Benz AMG C63 S

SUV under R325 000

2015 Toyota RAV-4 2.0 GX

People’s Choice:

2015 Toyota Fortuner 2.5D-4D

Luxury SUV under R700 000

2015 Mercedes-Benz GLC 250D

People’s Choice:

2015 Audi Q7 3.0TDI V6 Quattro

Double Cab Bakkies 4x2

2015 Ford Ranger 3.2 TDCI XLT P/U D/C 4x2

People’s Choice:

2015 Ford Ranger 3.2 TDCI XLT P/U D/C 4x2

hatchbacks and sedans to bakkies and SUVs. Judging criteria is comprised of 16 key elements of vehicle performance, such as overall value for money, engine performance, mechanical reliability and safety.

South African motorists will also be able to cast a vote for their favourite nominee in each category. Whichever vehicle gathers the most public support will receive a People’s Choice award, based solely on online votes.

THE BEST SECOND HAND VEHICLES TO BUY – ALL THE WINNERS FROM SA’S FIRST PRE-OWNED CAR AWARDS

Volkswagen and Mercedes were the big winners in the first Gumtree Pre-Owned Car Awards

The Awards seek to recognise and promote the best pre-owned vehicles on the

market across ten categories, based on criteria a buyer might use when evaluating a pre-owned car, as well as sales figures provided by TransUnion.

With the pre-owned market being double that of new vehicles in South Africa, Gumtree’s Head of Automotive Jeff Osborne says these inaugural awards are “a long-overdue recognition of brands which best hold their value, deliver reliable performance and carry reasonable maintenance costs”.

The expert panel of judges assessed 2015 models in ten different categories and there was also a People’s Choice winner, voted by Gumtree users, in each.

Volkswagen won three judges’ awards and Mercedes-Benz took two but there were also notable wins for Toyota Rav-4, Ford Ranger, Kia Picanto, Mazda CX3 and the BMW M4. ■

