

AutoTrader reports comprehensive growth

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South Africa's leading motoring marketplace, [AutoTrader](#), has shown strong results for customers with more than 84% of the vehicles listed on its portal in the past year, being sold.

Car shoppers conducted over one million daily searches, averaging around 30 million searches per month, with the platform producing over 4.2 million leads for its customers over the past 12 months, an impressive increase of 14%.

During the same period, AutoTrader also created thousands of pieces of useful content, resulting in millions of views, specifically designed to assist shoppers throughout their vehicle-buying journey.

AutoTrader's CEO, [George Mienie](#), says, "The number of searches on AutoTrader can be equated to filling Soccer City with 100,000 people, 10 times daily – every day of the month."

He adds, "The hundreds of millions of rands invested in marketing and technology over the last five years is reaping rewards in delivering value to our customers through a seamless car shopping experience."

Mienie says as the company looks to the final quarter of 2019, the business is proud of what has been achieved.

"Our website and the customers we serve are at the heart of what we do – and it is here we have seen sound business growth," he concludes.

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AutoTrader is SA's leading online vehicle marketplace. Bringing together buyers and sellers across all types of vehicles with 5 million visits each month across more than 78,000 vehicles on mobile, tablet, desktop devices and apps.

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