



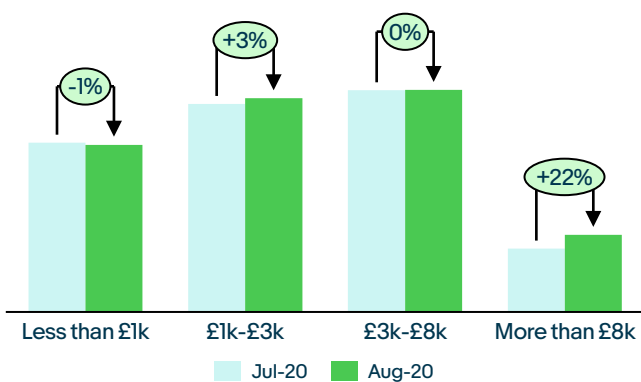
August 2020 Update

With dealers in all regions across the UK now open and pent up search demand driving the market, we bring you a round-up of the latest trends we have seen across our platforms and the industry in August to help you benchmark your response and focus on the best ways to manage your leads.

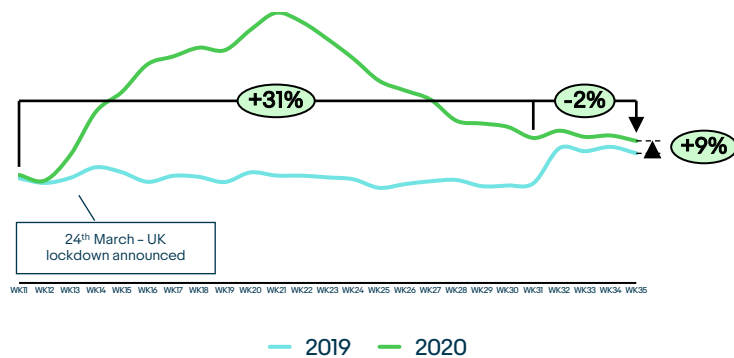
At a glance

- Email leads to dealers from eBay Motors and Gumtree Motors were up +31% in the last week of August versus week ending 15th March (prior to lockdown) and up +9% YoY
- Vehicle views also increased MoM, with the strong increases in demand across multiple price brackets
- Whilst August saw a -29% MoM decrease in volume of searches for “motorbikes for sale” as measured by Google Trends, it also saw a -11% decrease in demand for “scooters for sale” MoM as consumers trends return to normal levels as restrictions are eased

Vehicle Views of Motorcycles & Scooters by Price Bracket
eBay Motors, % change, July 2020 v August 2020

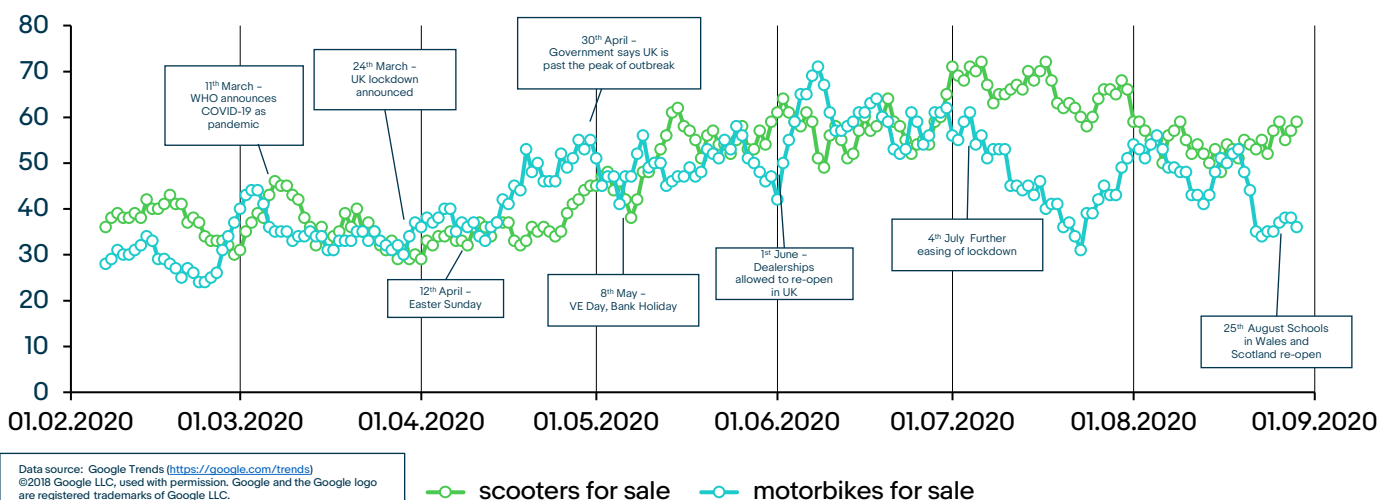


Dealer Emails - Motorcycles & Scooters
YOY % change, eBay Motors and Gumtree Motors
Week 11 vs Week 35 and Week 31 vs Week 35



Data source: eBay Motors Group Data Warehouse

“Scooters for Sale” and “Motorbikes for Sale”, Search interest over time
Google Trends, 7 Day Rolling Average, 1st Feb to 29th August



Data source: Google Trends (<https://google.com/trends>)
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