



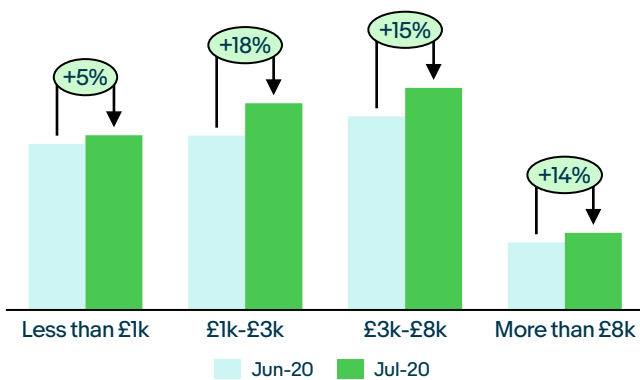
July 2020 Update

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 July to help you benchmark your response and focus on the best ways to manage your leads.

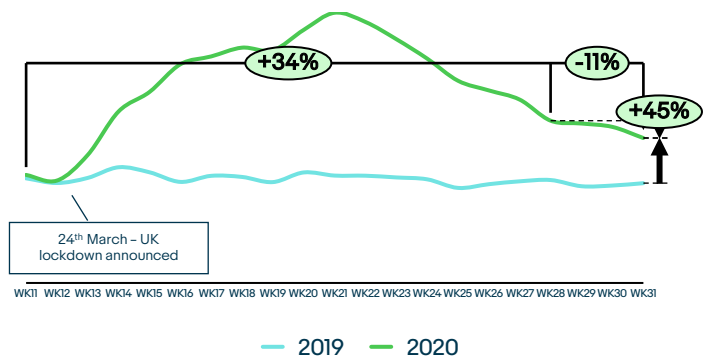
At a glance

- Email leads to dealers from eBay Motors and Gumtree Motors were up +34% in the last week of July versus week ending 15th March (prior to lockdown) and up +45% YoY
- Vehicle views also increased MoM, with the strong increases in demand across multiple price brackets
- Whilst July saw a -8% MoM decrease in volume of searches for “motorbikes for sale” as measured by Google Trends, it also saw a +11% increase in demand for “scooters for sale” MoM as consumers consider alternatives to public transport

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

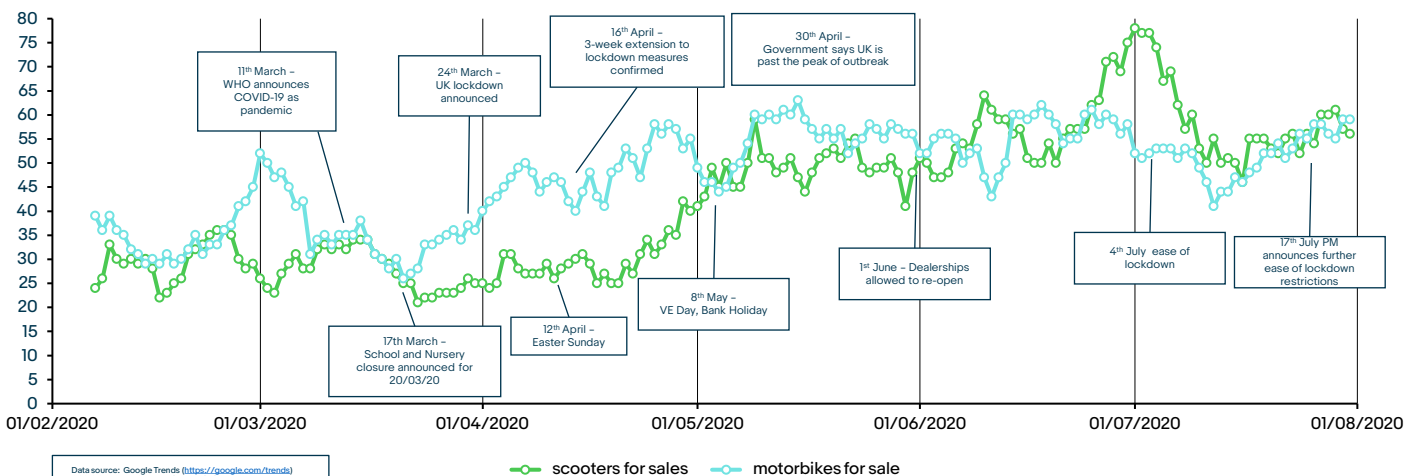


Dealer Emails - Motorcycles & Scooters
YOY % change, eBay Motors and Gumtree Motors
Week 11 vs Week 31 & Week 28 vs Week 31



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 31st July



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