



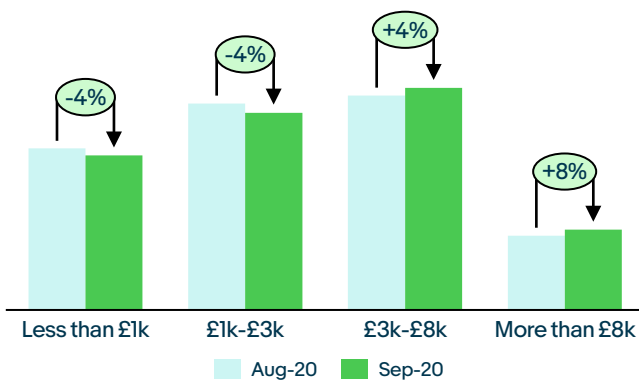
## September 2020 Update

We bring you a round-up of the latest trends we have seen across our platforms and the industry in September to help you benchmark your response and focus on the best ways to manage your leads.

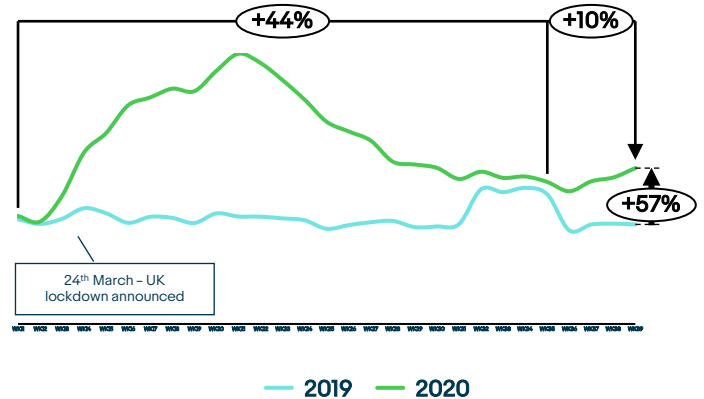
### At a glance

- Email leads to dealers from eBay Motors and Gumtree Motors were up +44% in the last week of September vs. week ending 15th March (prior to lockdown) and up +57% YoY
- Vehicle views also increased MoM, with evidence of strong demand across multiple price brackets
- September saw a -30% MoM decrease in volume of searches for “motorbikes for sale” as measured by Google Trends but a +6% increase in demand for “scooters for sale”

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

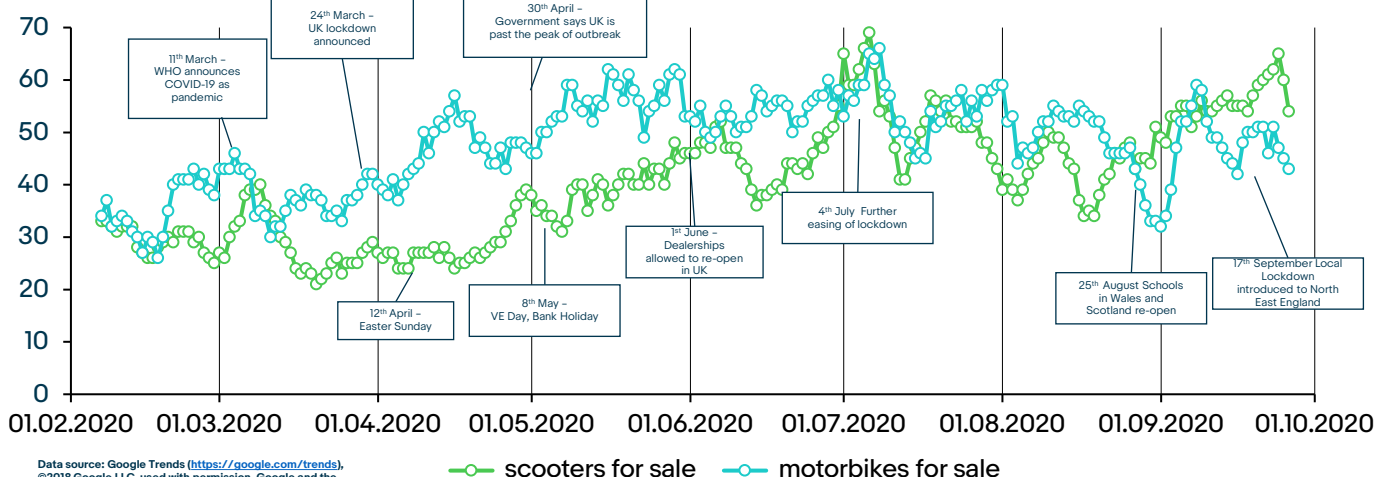


**Dealer Emails - Motorcycles & Scooters**  
YOY % change, eBay Motors and Gumtree Motors  
Week 11 vs Week 39 & Week 35 vs Week 39



Data source: eBay Motors Group Data Warehouse

**“Scooters for Sale” and “Motorbikes for Sale”, Search interest over time**  
Google Trends, 7 Day Rolling Average, 1<sup>st</sup> Feb to 26<sup>th</sup> September 2020



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