



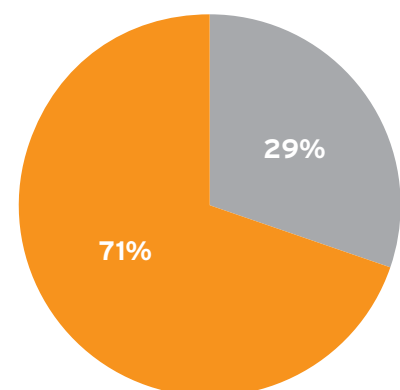
# Drive.com.au

## NEW SOUTH WALES QUICK STATS DECEMBER 2011

- There are currently almost 5 million drivers in NSW - with more than 552,000 people intending to purchase a vehicle within the next 12 months<sup>^</sup>
- In December, **Drive.com.au** attracted over 1.5 million Unique Browsers (UBs) nationally
- 71% of **Drive.com.au**'s national UBs did not visit Australia's other leading motoring website in December - that equates to almost 1.1 million exclusive visitors (see chart at right)
- NSW residents love **Drive.com.au** - within December we welcomed more than 695,000 NSW UBs to the site - including almost 157,000 more UBs since December 2010, this reflects an increase in UBs of 29% year-on-year\*
- The combined network of **Drive.com.au** and **CountryCars.com.au** reached over 1.57 million UBs nationally in December 2011
- During December, NSW UBs accounted for 48% of all traffic to **CountryCars.com.au**



### Drive.com.au December 2011 Exclusive UBs - Australia



- Drive.com.au exclusive UBs
- Drive.com.au UBs who visited carsales.com.au

Source: Nielsen Market Intelligence December 2011; Domestic traffic \*Based on UB change since December 2010 ^Morgan September 2011; National Database