



Media Release

CARSGUIDE'S NEW WAY TO SEARCH MAKES FINDING A CAR FASTER AND EASIER

18 February, 2008 - Carsguide.com.au, News Digital Media's automotive website, today made searching for cars and researching car purchases, significantly easier.

Carsguide has re-launched its website using an innovative "browsable search" technology that lets car buyers find the right car faster than ever before by enabling them to browse for a car according to the car's features, gradually narrowing their search by body type, price, make, model and more.

With carsguide, buyers can now find cars in a few simple clicks, using the new guided navigation to filter out listings that do not suit their needs. The navigation works even if buyers are unsure about the make and model of the car that suits them.

The site also allows users to access car reviews written by Australia's top motoring journalists as well as related articles and blogs straight from the search results page.

The new design and format is aligned with the sophisticated and modern new carsguide brand which launched in October.

The following new key sections have also been introduced to the site:

- **ON-GOING COSTS** – easy to use finance calculators and research, no obligation loan approval in 60 seconds, tips and research on the best insurance offerings, the cheapest petrol prices across the country and in your local area.
- **BE INVOLVED** – blogs, user comments and user photos.

"Consumers can now find the right car faster, searching new and used listings at the same time," says carsguide.com.au chief executive officer, Ed Smith. "The site also caters to consumers who wish to browse by car features or price range and enables users to access

car reviews written by Australia's top motoring journalists straight from the search results page."

"In addition, consumers can access and search thousands of archived articles, including past reviews.

Carsguide.com.au offers buyers the choice of more than 70,000 cars online, plus content produced by more than 20 contributing motoring experts and a far-reaching audience of over 693,085 last month.

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About carsguide.com.au

carsguide.com.au is News Digital Media's national digital automotive brand featuring comprehensive news and reviews from Australia's leading motoring experts. Additionally, carsguide.com.au provides road tests, motoring tools and a marketplace for online classifieds. The site carries more than 70,000 listings. carsguide.com.au is also available on mobile phone with carsguide.mobi.

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