

Press Release

Partnership between AutoScout24 Media and Mehrkanal simplifies advertisement management for manufacturers and dealers

Munich/Essen, 24 August 2011: Car manufacturers and dealers can now book online advertising directly on AutoScout24 too via the marketing management system operated by the Mehrkanal agency. In this way, customers have the option of integrating their campaigns into an additional communication channel. The first manufacturers, such as Peugeot, Ford and Kia Motors, are already making use of this service.

The customers can make the bookings quickly and easily by themselves. When a customer decides to place an advertisement for specified vehicles, he or she searches for the desired formats, such as banners and skyscrapers, in the Mehrkanal marketing management system using the building block concept. Once certain targeting criteria have been entered, such as the brand or model along with details of the advertising period and budget, an availability inquiry is made to AutoScout24 through the Mehrkanal system. The manufacturers/dealers can choose here whether their desired advertising formats are to be displayed immediately or at a specified point in time. Another advantage for customers is that they save a lot of time by booking advertisements with the help of this system extension, because data that has been entered once can be utilized in various communication channels. In addition to this, the dealers who place an advertisement are paid an advertising cost subsidy by the manufacturers in most cases.

First manufacturers already benefiting

For several years now, Mehrkanal has been developing individualized and modularly constructed marketing management systems for renowned brand-name manufacturers. The cooperation between AutoScout24 Media and Mehrkanal is already bearing the first fruits too, because manufacturers, such as Peugeot, Ford and Kia Motors, are already making use of the new service provided by the expanded marketing management system. "We see great potential for our online marketplace through our cooperation with Mehrkanal. By opening up our booking interface, car manufacturers and dealers have the benefit of being able to book their campaigns automatically online and presenting them on our exchange," enthuses Alberto Sanz, Managing Director of AutoScout24. Markus Plaum, CEO of Mehrkanal GmbH, had the following to add regarding the cooperation: "Through the close cooperation with AutoScout24, we have realized a significant amount of value added for our automobile industry customers in the planning and implementation of their own personal marketing activities. We are happy to pass on the advantages of this partnership to our partners in the car industry, because we have been helping them to increase the efficiency of their marketing for years with our know-how and solutions".

About AutoScout24 Media

AutoScout24 Media is Europe's internet specialist for target groups with an affinity for cars. The marketing specialist offers a far-ranging premium website portfolio throughout Europe (AutoScout24, AutoScout24 Motorcycles, daparto, faircar, Schwacke, TruckScout24). Intelligent targeting tools and customized communication concepts round off the comprehensive range of standard advertising forms offered by AutoScout24 Media. AutoScout24 Media is a subsidiary of AutoScout24 GmbH. <http://www.autoscout24-media.com/>

About AutoScout24

AutoScout24 is the largest online car market in Europe. The company was voted the best car exchange in Germany in 2011 by readers of the car magazine "*auto motor und sport*" within the scope of their Best Brand competition. Over 1.8 million car offers are available round the clock in four different marketplaces to the 13 million users who visit the site every year (ACTA 2010) to look for new and used vehicles, motorcycles, utility vehicles, parts and accessories. More than 37,000 dealers all over Europe use AutoScout24. AutoScout24 belongs to the AutoScout group with its brands ElectronicScout24, FinanceScout24, FriendScout24, ImmobilienScout24, JobScout24 and TravelScout24. Scout24 is a part of the Deutsche Telekom group. www.autoscout24.de

About Mehrkanal

With its head office in Essen, Mehrkanal is one of the leading providers of marketing management systems. The company specializes in the management and build-up of brands in and through the internet. By means of close networking and the interplay of internet-based tools, Mehrkanal optimizes the marketing and sales of numerous brand name manufacturers with international activities. The company's customers include Peugeot, Kia Motors Europe, Jaguar, Land Rover, Renault, Dacia, Deutz-Fahr, Brax, Banque PSA Finance Deutschland, Esprit, Iveco, Tamaris and Ford.

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