

 Autotrader

How to advertise brand new vehicles

Autotrader brand new



Contents

The essentials	3
3 ways to get your brand new and pipeline stock advertised	4
Optimising your adverts in Autotrader Portal	8
Image options for your adverts	10
New car finance	12
What do our top-performers do?	16
Contacts	17

The essentials

What is classed as a brand new vehicle?

- The vehicle must be unregistered and must not have a vehicle registration plate (VRM) or a letter/number assigned to it
- Mileage must be provided and must be between 0-99 miles, i.e. delivery miles
- Pre-registered cars are not included in this brand new vehicle offering

What is a pipeline vehicle?

'Pipeline stock' is stock that is in transit to your forecourt and has been assigned a VIN. The 'available' date will be taken directly from the due-in date in your stock feed or API, if used. It can also be added or altered within Portal.

Why Add VIN?

If you have a finance integration, having a VIN attached to stock will enable this to be shown on the advert.

A VIN also enables image providers to assign images to your advert, it enables manufacture data such as features to pull through to the advert* and allows for quick and easy searching in dealer portal.

How it works

When creating an advert for a brand-new vehicle in Portal, select the START button in the top-right of the screen, then select the 'Brand New Car or Van' option from the list. Next select 'Car' option from the list.

*Where there is a manufacture integration with Autotrader

Type in the full VIN number into the field 'VIN (optional but required for finance)'.

Once you've included the VIN, press 'Next' to continue with building your advert.

Enter your vehicle's VIN, reference and mileage

VIN (optional but required for finance)

e.g. 1ATDR18AUTO100000

My ref (optional)

e.g. Stocknumber1

Mileage

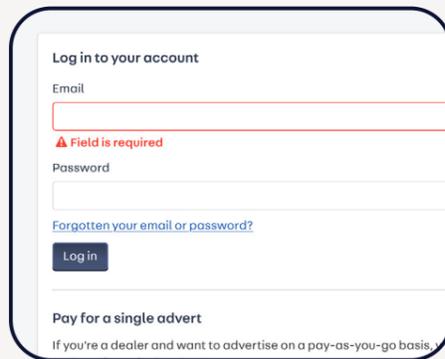
Enter mileage

3 ways to get your brand new and pipeline stock advertised

To help you get your stock advertised as easily and efficiently as possible, we've created 3 flexible ways for you to send us your brand new stock.

Option 1: Via your Autotrader Portal (Manual)

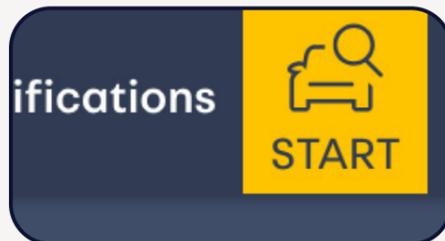
You can add brand new unregistered vehicles directly through your Autotrader Portal account.



Log into Dealer Portal:

Go to portal.autotrader.co.uk and enter your email address and password. If you've forgotten your password, click 'Forgotten your email or password?' and follow the instructions shown.

If you don't have a Portal account, or are unsure, contact us on 0345 111 0002 or email accountsupport@autotrader.co.uk.

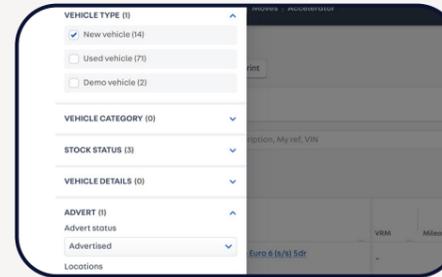


To create an advert for a brand new vehicle, click the yellow 'Start' icon in the top right.



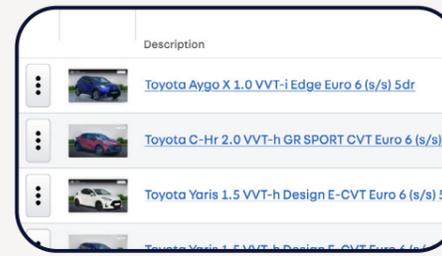
Click 'Brand new car or van' and select the vehicle type. Enter 'VIN' and 'mileage', then select all the relevant vehicle make, model, generation, derivative and colour options before adding your brand new vehicle to your stock.

Updating existing brand new vehicles



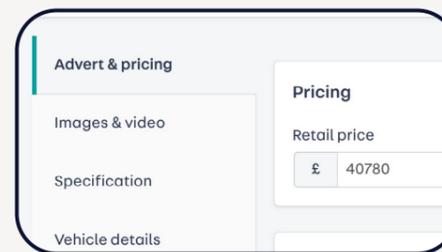
To only view your brand new vehicles, click 'Filters'. In the 'Vehicle Type' tab, tick 'New vehicle'.

Then, in the 'Advert' tab, select 'Advertised' from the 'Advert status' drop down and click 'Done'.



Now, you'll clearly see all the unique models you retail.

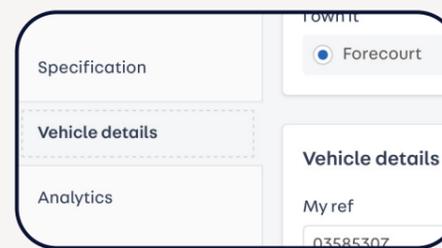
To edit any of the vehicle details, such as price, images, specification and more, simply click on the vehicle in your stock list.



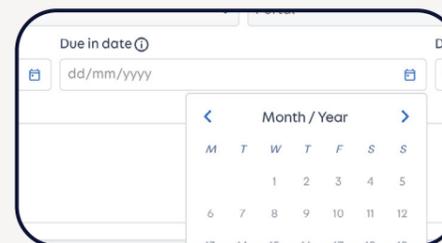
Use the tabs down the left hand side to make any changes to your advert.

We've provided some top tips on the following pages to help you optimise each aspect of your advert, for maximum performance.

If your vehicle is 'Due-in'



Go to your new vehicle and select the 'Vehicle Details' tab.



Scroll down to the bottom of the page and add 'Due in date', then save.

This will only accept dates within the next 6 months.



Option 2: Via an automated OEM integration

Many OEMs send their retailers' unsold stock to Autotrader. This automates the upload process on your behalf and ensures all data is populated on new car adverts.

To opt in to using an OEM integration, please email partner.support@autotrader.co.uk to have your Autotrader Dealer ID mapped.

Where an OEM integration is not available, please request your OEM to share their unsold new car stock data with Autotrader.

Option 3: Via your existing used car integration

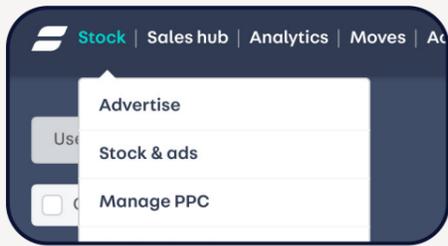
You can add your new car stock to your existing used car feed or set up a new feed with your existing stock feed provider.

You can confirm with your integration provider if they are able to create a new car stock feed with as much of the additional data fields as possible. Once your integration provider has confirmed their ability to do this, they should contact partner.support@autotrader.co.uk. We will then work with your integration provider to get your stock automatically uploaded for you.

To see the API document and required fields, see the document linked [here](#).

Optimising your adverts in Autotrader Portal

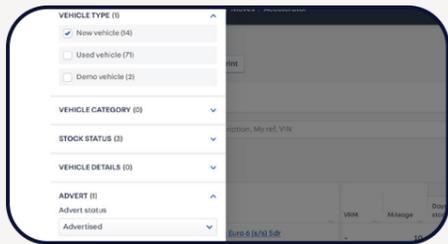
Once you've started sending your new stock to us, you can optimise your adverts in your Autotrader Dealer Portal account, to help you stand out against your competition and bring in more buyers to your adverts.



To view your stock, click the 'Stock' tab, followed by 'Stock & ads'.



You'll now see your full stock list of new and used vehicles, depending on your contract with us.



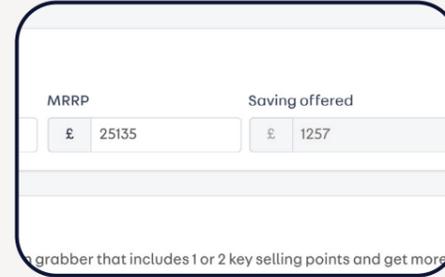
To only view your brand new vehicles, click 'Filters'. In the 'Vehicle Type' tab, tick 'New vehicle'. Then, in the 'Advert' tab, select 'Advertised' from the 'Advert status' drop down and click 'Done'.



To edit any of the vehicle details, such as price, images, spec and more, simply click on the vehicle in your stock list.

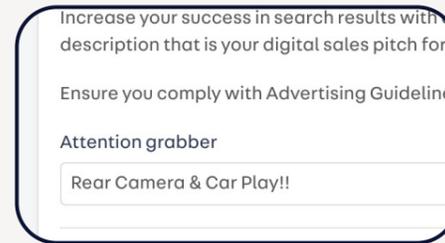
3 top tips to optimise your adverts

Retailers are generating thousands of leads, every week, by focusing on these best practices.

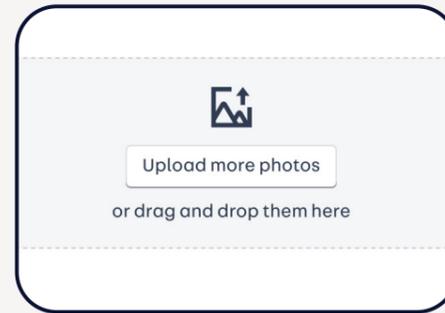


Offer a fair saving on the MRRP.

Go to the 'Advert & pricing' tab and enter a 'Retail price'. We'll automatically display the 'Saving offered' vs the 'MRRP'. A saving of just £250 or more could dramatically improve your advert performance.



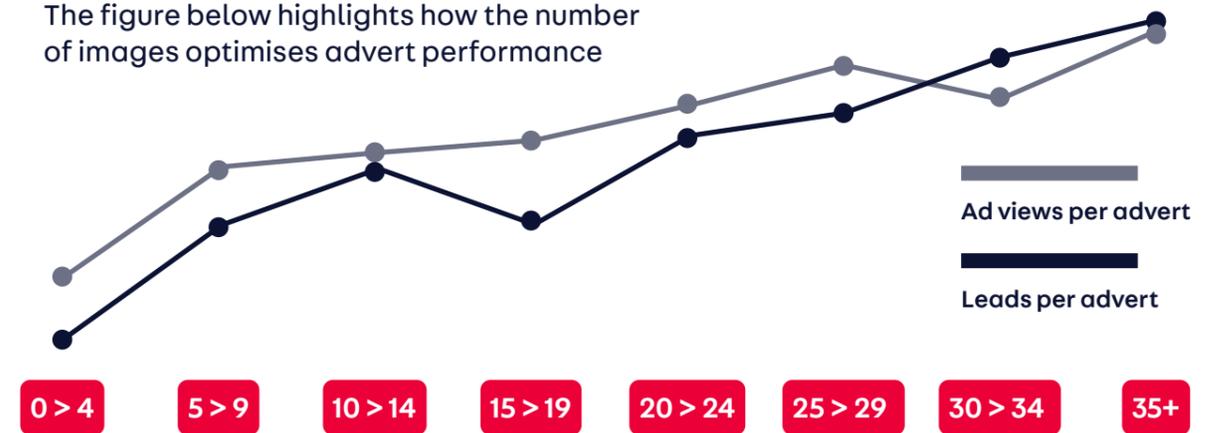
Write an 'Attention grabber' to highlight key selling points to buyers in search results. Go to the 'Advert & pricing' tab to enter one.



Display multiple photos of the actual vehicle (if possible). Go to the 'Images & video' tab to add up to 100 images and a video.

Real photos give buyers confidence the vehicle is genuinely available in stock. For some top tips on taking images and videos of your vehicles, view our vehicle photography guide.

The figure below highlights how the number of images optimises advert performance



Number of images versus Ad views and Leads

Image options for your adverts

Real photos of the vehicle

To attract the most buyers possible, we recommend displaying real photos of the actual vehicle. Real photos give buyers confidence that the vehicle is genuinely available in stock.

Manufacturer configurator images

We can apply manufacturer configurator images to most vehicles, if you're unable to photograph them.

Your dealership

In our tests with potential buyers, images of the dealership and forecourt, where the new vehicle was being advertised, helped to give confidence to buyers, that the car is genuine and physically available right now.

A holding image

If you're unable to provide any of the above, a holding image, specific to your dealership, is the best next option. It identifies you as the seller and provides a more professional appearance than a blank space.

5/16

Gallery Video

From Tesla Motors Limited
This car can be moved near you to collect

No recent reviews ★

Brand new - In stock

Tesla Model 3
(Dual Motor) Performance Auto 4WDE 4dr
£63,090

Get it on finance
£684.59 per month* →

Use our finance calculator to get a more

5/23

Gallery

From Example Retailer
Manchester • 61 miles away

4.9 ★

Brand new - In stock

Mazda CX-80
2.5 e-SKYACTIV 17.8kWh Takumi Plus Auto 4WD
Euro 6 5dr
£57,480

RRP ~~£58,480~~ Save **£1,000**

Get it on finance **Finance offer**

You can get **£1,000** deposit contribution on

Here are some examples of some adverts with high performance ratings, taking into consideration tips on how to optimise adverts. We have additional guides and content to support you with creating engaging adverts, available on request. For more detail, please speak with your Partnership Manager, or with our dedicated New Car Managers.

New car finance

With 9 in 10 new cars bought on finance, showing finance options upfront is essential to consumers, in turn boosting your performance on the Autotrader new car platform. There are two options to add finance to your live adverts, both of which are included in your new car package:

1. New Car Finance Calculator

Through our direct OEM and lender integrations, new car PCP and HP finance rates can be automatically applied to your new car stock - similar to our used car finance calculator.

This unlocks extra functionality for car buyers, including:

- **Monthly budget search**
- **Personalised finance quotes** (select their preferred deposit, term, and mileage)
- **Direct finance enquiry submissions**

Together, these tools improve lead quality and drive more finance-ready enquiries.

Any retailer discounts you add are automatically reflected in the calculator, ensuring customers always see your most competitive finance offers.

< Back
Finance calculator



£657.75 per month (PCP)
Tesla Model Y

Finance type HP PCP

Finance types explained →

I have a cash deposit of £999

I'd like to repay over 4 years

My annual mileage is 10,000 miles

Representative example

+ First payment	£657.75
+ 46 monthly payments	£657.75
+ Optional final payment	£22,176.90
+ Term	48 months

Benefits

- Showcase finance options which are transparent and easy to understand
- Supports consumers to set their own terms (deposit, annual mileage and term)
- Helps you sell new cars faster by surfacing your stock to a wider audience
- Allows consumers to compare offers easier on the Autotrader marketplace
- Improves lead quality, as finance options are shown upfront

Setting up the New Car Finance Calculator:

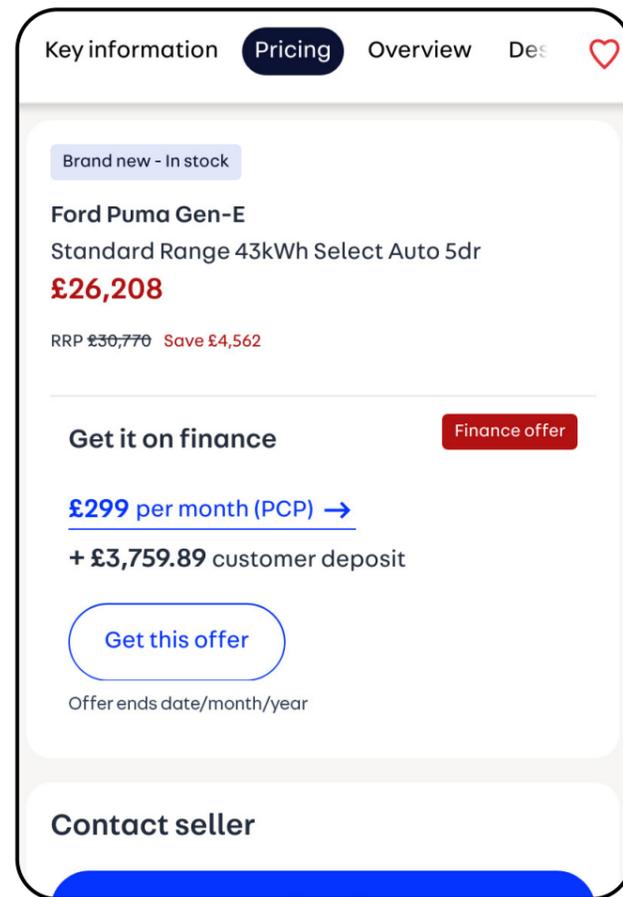
To apply new car finance to your stock, simply let your partnership manager know you would like to have finance applied and they'll book this on for you or email brandnew@autotrader.co.uk.

Please remember that a VIN must be included on the advert for finance to show.



2. New Car Offers

Alongside finance calculators, which show headline OEM PCP and HP offers, retailers can also create bespoke static finance offers directly in Portal - New Car Offers.



This tool helps highlight standout offers beyond standard OEM rates – for example, calling out a key monthly payment visual, such as £399 deposit, £399 per month supporting consumers with transparency on monthly affordability.

To display a new car offer, this must be manually input into Portal. The form includes a mix of required and optional fields to provide the best experience for the consumer, reduce the amount of admin for the customer and remain compliant with FCA regulations.

Each offer is created at vehicle level, giving you full control over which cars display your chosen offers.

Additionally, new car offer templates can be saved and reused across multiple vehicles in Portal, and in time we will be making this available via API for our API partners.

Benefits

- Attach bespoke finance deals to stock items
- Highlight competitive and attractive monthly payments
- Supports high intent lead generation
- Supports finance penetration

Setting up New Car Offers:

1. Click into an advert in Portal stock list.
2. Click onto the 'Finance offers' tab.
3. Complete the finance fields of all required information (there is a mixture of required and optional fields) .You can set start and end dates if your campaign runs for a select period of time.

4. Click 'save'. A full VIN number is required for finance'.

You can add the VIN number on the 'vehicle details' tab (also see instructions on [page 4](#) of this document).

The screenshot shows a detailed form for creating a finance offer. The left sidebar contains navigation tabs: 'Advert & pricing', 'Images & video', 'Specification', 'Vehicle details', 'Analytics', and 'Finance offers' (which is highlighted with a 'NEW' badge). The main form area is titled 'Finance offers' and includes a 'Remove offer' button. It contains several sections: 'Select a template' (two dropdowns), 'Finance type' and 'Lender' (dropdowns), 'Start date', 'End date', 'Ordered from', 'Ordered by', and 'Registered by' (all with date pickers), a 'Deposit' section with fields for 'Minimum deposit', 'OEM deposit', 'Dealer deposit', 'Customer deposit', and 'Total deposit', a 'Terms' section with fields for 'Monthly payments', 'Representative APR', 'Fixed rate of interest p/a', 'Term', 'Contract length', 'Option to purchase fee', 'Optional final payment', 'Annual mileage', and 'Excess mileage charge', and a 'Totals' section with fields for 'Balance to finance', 'Total charges payable', and 'Total amount payable'.

What do our top-performers do?

Retailers in our top quartile achieve 11 times more sales versus retailers in the lower quartile. To merchandise your brand-new cars well, we recommend including:

Highest number of real images

Highest % of adverts with video

Modest discount off RRP

Lowest % of 'low quality adverts'

Displaying finance on adverts

Contacts

Speak to us about New Car

One of our dedicated New Car Performance Managers are on hand to welcome you onto New Car, review your new car response, and to discuss package options with you that best suit your goals & objectives - brandnew@autotrader.co.uk.

Speak to us about your Autotrader account

You can reach out to your Performance Manager or Performance Director if you would like to discuss your account in detail.

Speak to us about setting up a New Car Integration

Reach one of our integration managers to discuss the options for advertising new cars technicalaccountmanagement@autotrader.co.uk.

If you are a retailer and want to take advantage of our OEM New Car feeds and wish to opt in then please reach out to partner.support@autotrader.co.uk with your Manufacturer ID, DID and Site we will get this enabled.