

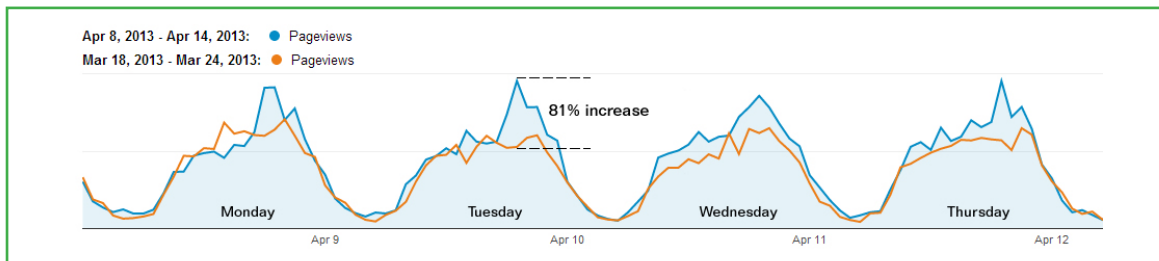
SPRING CONSUMER AWARENESS CAMPAIGN UPDATE

EARLY INDICATORS OF SUCCESS

After the first two weeks of UCDA's Spring Consumer Awareness Campaign, we have seen some very positive results.

Our TV ads have aired on Global, CTV, CP24, CHCH, and other local stations during the 6pm news hour with the goal of creating viewer awareness of the UCDA and the benefits of buying from a UCDA member. In addition, we included in the ads a segment educating consumers that the best place to find UCDA member vehicles is on Carpages.ca.

We measured the initial results of the TV campaign by evaluating website traffic on Carpages.ca, and noticed that when our ads were aired there was an immediate and dramatic increase in website activity. You can see from the graph below that the largest increase was during the 6pm news hour, where we saw an increase as high as 81% in website activity.



If you're not currently advertising on Carpages.ca, we encourage you to give them a call today to get your inventory on their website.

The Consumer Awareness Campaign will continue running until the end of May, so there's lots of time left for you to take advantage of this advertising opportunity. Make sure your ads and your location clearly identify you as a UCDA member!

Start Advertising Your Inventory on Carpages.ca

To get your inventory onto Carpages.ca, call 416-848-0710 or 1-866-567-2437 and select option 1 to speak with a sales consultant.

