

GLOBAL BEACH AUTOMOTIVE JOINS FORCES WITH AUTOTRADER TO PROVIDE ENHANCED ONLINE SERVICES FOR FORD UK DEALERSHIPS

Submitted by: Global Beach

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Global Beach Automotive and Auto Trader Digital, the new media division of the UK's no.1 motoring publication, announced a business partnership today that links Ford Dealer Web Services suite of products to the Auto Trader web site.

The integration of the two services will allow Ford Dealers uploading vehicle inventory into Global Beach's Dealer Web Services (DWS), to broadcast the vehicle information and images seamlessly onto the Auto Trader web site. The main method of response to the advertisements is via the telephone, and in addition all email enquiries submitted will be tracked in real time through DWS. All advertisements will carry Dealer and Ford branding to promote the fact that cars are for sale with a Ford Franchised dealer.

Ford of Europe has been deploying standardised Dealer Web Services provided by Global Beach Automotive since July 2003. Ford dealers that sign up will benefit from being linked to the Ford of Britain backed service; which includes bespoke advert designs, seamless data broadcasting and volume sensitive advertising rates. As such, the Auto Trader partnership is an added-value service that compliments the DWS subscription package, which aims to provide the most consistent and seamless digital channel for Ford vehicle remarketing.

Commenting on the deal, Ben McDowell, Manufacturer Account Manager at Auto Trader Digital said: "Ford is the most popular make searched for on the Auto Trader web site, over 2 million searches in September 2004. This will bring huge online exposure to the Ford dealers used car stock, greatly improving the volume of used car sales enquiries from their online advertising."

"This agreement allows Ford dealers to market used stock faster, more cost effectively and with broader reach than ever before," added Christopher Kenyon, Global Beach's Director of Product and Partner Strategy. "This will be the first of a series of similar announcements as we establish Global Beach as the partner of choice for pan-European online automotive solutions."

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For further information please contact:

Sue Scott
Bankside Consultants for
Global Beach Automotive
Tel@ 44 (0) 207 444 4164
Email: susan.scott@bankside.com

Ben McDowell
Auto Trader Digital
Tel: +44 (0) 208 544 7024
E-mail: ben.mcdowell@autotrader.co.uk

Notes to Editors:

About Auto Trader

Launched in 1977, Auto Trader is the best selling motoring magazine in the UK and is owned by the Trader Media Group. Auto Trader has positioned itself as the channel of choice for buying and selling a motor vehicle, built on the combination of local targeting and comprehensive national coverage.

Autotrader.co.uk ranks amongst the top 20 visited websites in the UK, attracting some 2.3 million unique users per month. The site includes a new and used vehicle search engine, with over 300,000 advertisements on the site at any one time. For more information about Auto Trader, please visit www.autotrader.co.uk.

About Global Beach

Global Beach Automotive has developed specialist knowledge of the automotive sector by working with leading automotive companies such as Jaguar Cars, Aston Martin, Jaguar Racing and Ford of Europe over the past ten years. The management team has gained an unparalleled depth of professional and consulting experience in dealer website provision over the past eight years and operates within 30 markets and 14 languages. Backed by a four-year £10m investment in its manufacturer agnostic Keycast™ technology platform, Global Beach Automotive is now uniquely positioned to provide end-to-end Dealer Web Services and Used Car Locators for the European automotive industry.

The Global Beach Group has offices in London and Los Angeles. Other clients include Pearson Plc, The Prudential Group, Cosworth Racing and Hewlett-Packard. For further information about Global Beach please visit www.globalbeach.com