

FOR IMMEDIATE RELEASE

**TRADER Corporation rolls out a 50 per cent price reduction on autoTRADER.ca products to support Canadian dealers nationwide**

*The digital automotive solutions leader cuts the cost of all marketplace products on autoTRADER.ca in half from April through May 2020 in effort to assist dealers amidst COVID-19*

TORONTO, ON – March 20, 2020 – TRADER Corporation, Canada’s leading digital automotive solutions provider, today announced the roll-out of a nationwide marketplace price reduction plan aimed at supporting automotive dealers seeking financial flexibility while navigating the economic impact caused by COVID-19.

Effective through April and May 2020, TRADER is offering Canadian dealer partners a 50 per cent price reduction on all autoTRADER.ca marketplace products. The commitment underscores efforts by the company to provide immediate assistance to dealer partners in these unprecedented times.

“In the past couple of weeks, we have had important conversations with our dealer partners, and it’s no secret these are challenging times for all of us,” says David McMinn, Chief Operating Officer, TRADER Corporation. “In moments like these, we believe it’s crucial to be able to work together and be flexible, so we all get through this situation as best we can.”

The revised pricing will be reflected automatically on customer invoices. TRADER will monitor COVID-19 developments and actively assess the automotive landscape over the coming months.

Dealers are encouraged to contact their account managers for more information.

**About TRADER Corporation**

TRADER Corporation is the leading digital marketing partner for Canadian automotive retailers and manufacturers. With over 19.2 million visits a month and more than 5 million mobile app downloads, TRADER's largest automotive marketplaces – autoTRADER.ca and autoHEBDO.net – are the #1 source for all things automotive in Canada. The company offers retailers and manufacturers access to a robust audience of new and used car shoppers, best-in-class digital advertising, website and software solutions, and rich data insights. For more information, visit: [go.trader.ca](http://go.trader.ca). Follow TRADER on [Twitter](#) and [YouTube](#).

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