

DENNIS MOTORING WEBSITES HIT ALL-TIME HIGH IN JANUARY

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Dennis Motoring websites hit all-time high in January

Huge increase in visitors to AutoExpress.co.uk, Carbuyer.co.uk and evo.co.uk bodes well for 2015 car sales

- Auto Express – 2.32 million UK unique users in January viewing 15.1m pages
- Carbuyer – 1.4 million UK unique users in January, viewing 5.5m pages
- evo – all-new website now online as YouTube subscribers top 375,000

LONDON, FEBRUARY 3 2015 – Dennis Motoring websites Auto Express, Carbuyer and evo have seen record starts to 2015, recording huge increases in visitor numbers.

Autoexpress.co.uk saw 2.32 million UK unique users visit the site in January – up 63% on the previous January and 23% up month-on-month. Total page views have also shot up by 105% year-on-year, standing at 15.1 million for January.

Looking at global numbers, Autoexpress.co.uk reached 3.8 million unique users who viewed a total of 24 million pages. Carbuyer reached 1.73m unique users and 7.3million page impressions.

Carbuyer.co.uk, launched in 2010, has also shown massive growth with 1.4 million unique users in January – up 54% year-on-year. Total page views for January stood at 5.5m, an increase of 80% year-on-year.

evo.co.uk's relaunch late last year was further proof of Dennis Motoring's continued investment in digital content, already becoming the go-to website for high performance and prestige car buyers. And evo's YouTube channel has also hit a new high, with the number of subscribers passing the 375,000 mark.

Steve Fowler, editor-in-chief of Auto Express and Carbuyer, said: "This is great news not only for us, but for the car industry as a whole. After strong 2014 sales, there's clearly still massive demand for information on new cars, which bodes well for car sales this year.

"It's also a massive vote of confidence from car buyers in our brands – they clearly value the high quality reviews, news and videos that they get from Auto Express, Carbuyer and evo. It's testament to our innovative digital strategy implemented brilliantly by site editors Steve Walker (Auto Express), Stuart Milne (Carbuyer), Hunter Skipworth (evo) and their teams."

James Burnay, publishing director of Auto Express and Carbuyer, commented: "Dennis Motoring's investment in its digital platforms and ramping up the quality and quantity of its editorial is paying off for our users and our advertisers. We've used the expertise of our in-house audience development team to devise a strategy to maximise search rankings, with our editorial teams producing superb content that they boost socially, too."

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Notes to editors:

Auto Express is the UK's biggest selling weekly car magazine, while its website reaches over two million unique users every month. Auto Express delivers the big motoring news stories, scoop pictures, drives of new cars and road tests - FIRST! Nothing moves in the world of cars without Auto Express knowing about it, from future models to changes in the law. Auto Express is the definitive road testing title, too – both in print and online - assessing more cars (over 1,100 a year) than any other title.

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