carsales

Certified Branding

Desktop & Mobile / App Specifications

Branded Certified Landing Page Design

Brand Tile

DESKTOP

Manufacturer Programs

MOBILE / APP

Manufacturer Programs

Selection

Ferrari Approved Dealer
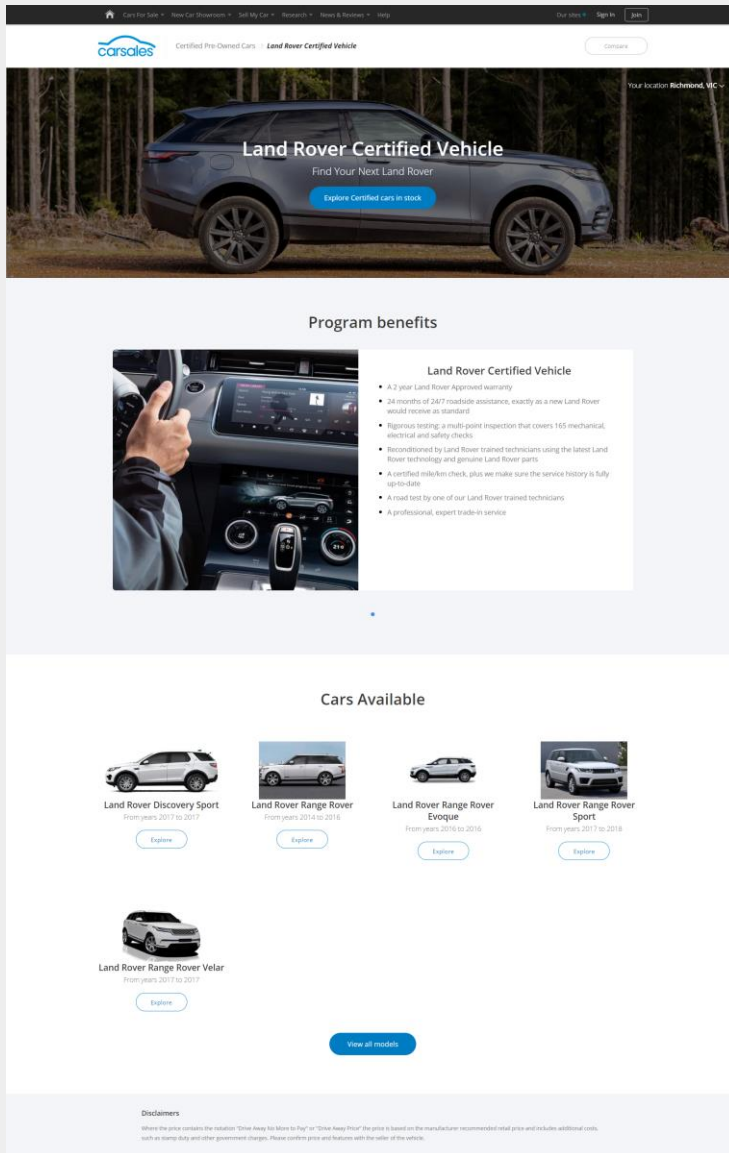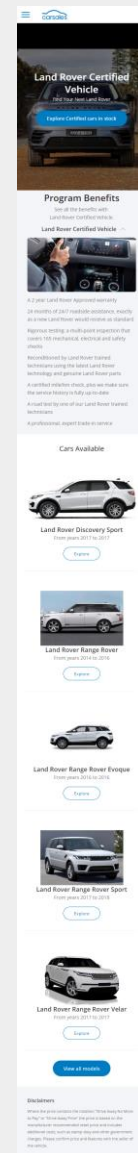
Jaguar Certified Vehicle
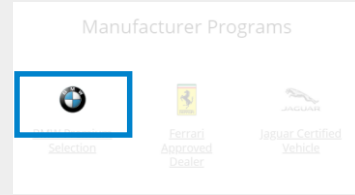
Branded Certified Landing Page

The Certified Landing Page is responsive.

DESKTOP

MOBILE / APP

1 Hero Image, Headline & Support Message

2 Program Benefits

3 Stock Available Search

Stock Branding Design

Logo and Text Box

DESKTOP
Results Page View

MOBILE / APP
Results Page View

DESKTOP
Details Page View
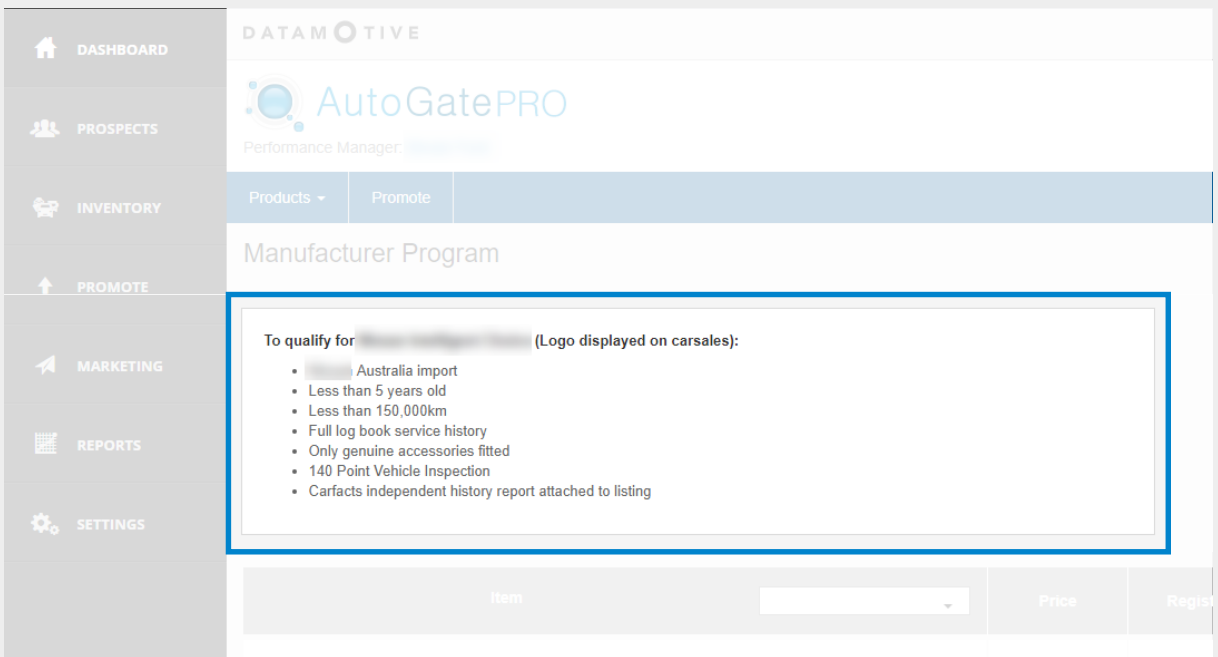

MOBILE / APP
Details Page View

Inventory Publishing Criteria

The Inventory Publishing Criteria will be displayed in the relevant Dealers' AutoGate Account(s) to communicate to Dealers the criteria inventory must qualify on in order to have the Certified Branding appear on the carsales site.

Inventory Publishing Criteria
Desktop & Mobile / App: Please provide the applicable criteria

AUTOGATE

DATAMOTIVE

AutoGatePRO
Performance Manager:

Products ▾   Promote

Manufacturer Program

To qualify for _____ (Logo displayed on carsales):
- _____ Australia import
- Less than 5 years old
- Less than 150,000km
- Full log book service history
- Only genuine accessories fitted
- 140 Point Vehicle Inspection
- Carfacts independent history report attached to listing

Item   [dropdown]   Price   Regist

Other Examples:

To qualify for _____ (Logo displayed on carsales) certification:
- Mileage must be less than or equal to 120000kms
- Must be less than 5 years old
- Must have a complete service history with a _____ Dealer
- Must have genuine _____ parts & accessories
- Must undertake a 100-point inspection by a _____ Dealer

To qualify for _____ (Logo displayed on carsales) certification:
- 100 point mechanical inspection
- Full service history check
- 2 year minimum unlimited warranty
- 2 year road side service
- 2 year free servicing
- Less than 3 years old from compliance date
- Less than 100,000km
- Have minimum 8 photos

Criteria Comparison Table

Please note: The Certified Landing Page is responsive. The Certified Program Name will direct to the relevant Certified Program search in Results Page on carsales.

Qualification (Year & Number of Kilometres)
Desktop & Mobile: Please provide the year age and kilometres applicable

Point Check
Desktop & Mobile: Please provide the Point Checks amount applicable

Unlimited kms Warranty
Desktop & Mobile: Please provide the year age applicable for Unlimited Kilometres Warranty

24hr Roadside Assist
Desktop & Mobile: Please provide the year age applicable for 24 hour Roadside Assist

DESKTOP & MOBILE / APP
Brand Tile

Australian Certified Pre-Owned Programs

Manufacturer	Qualification	Point Check	Unlimited kms Warranty	24hr Roadside Assist
Audi Approved	< 5 YEARS OLD / 120,000 KMS	115	2 YEARS	2 YEARS
BMW Premium Selection	< 6 YEARS OLD / 120,000 KMS	100	1 YEAR	1 YEAR
BMW Premium Selection Platinum	< 7 YEARS OLD / 120,000 KMS	100	2 YEARS	2 YEARS
Ferrari Approved	< 14 YEARS OLD	190	1 YEAR	1 YEAR
Jaguar Approved	< 5 YEARS OLD / 100,000 KMS	165	2 YEARS	2 YEARS
Land Rover Approved	< 5 YEARS OLD / 100,000 KMS	165	2 YEARS	2 YEARS
Mercedes Certified	< 12 YEARS OLD / 150,000 KMS	120	2 YEARS	2 YEARS
MINI NEXT	< 6 YEARS OLD / 120,000 KMS	100	1 YEAR	1 YEAR
Nissan Intelligent Choice	< 5 YEARS OLD / 150,000 KMS	140	OPTIONAL	2 YEAR
Porsche Approved Vehicle	< 10 YEARS OLD / 200,000 KMS	111	1 YEAR	1 YEAR
Renault Approved	< 3 YEARS OLD / 100,000 KMS	100	2 YEARS	2 YEARS
Subaru Assured	< 5 YEARS OLD / 125,000 KMS	120	1 YEAR	1 YEAR
Volkswagen Certified	< 5 YEARS OLD / 120,000 KMS	114	1 YEAR	1 YEAR
Volvo Selekt	< 5 YEARS OLD / 100,000 KMS	125	1 YEAR	1 YEAR
Toyota Certified	Varies by State and Territory	90	3 MONTHS	1 YEAR

Correct as at January 2019. Further terms and conditions may apply.

Brand Tile

Please note: The Certified Landing Page is responsive.
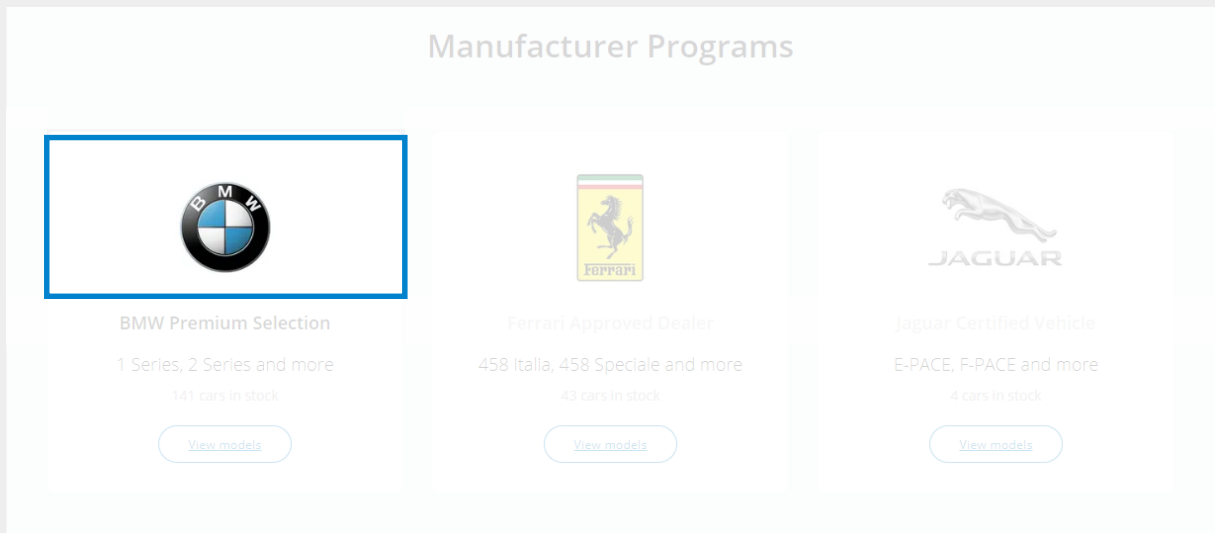
OEM Brand Logo
Desktop & Mobile: Static 360px (w) x 160px (h) JPEG
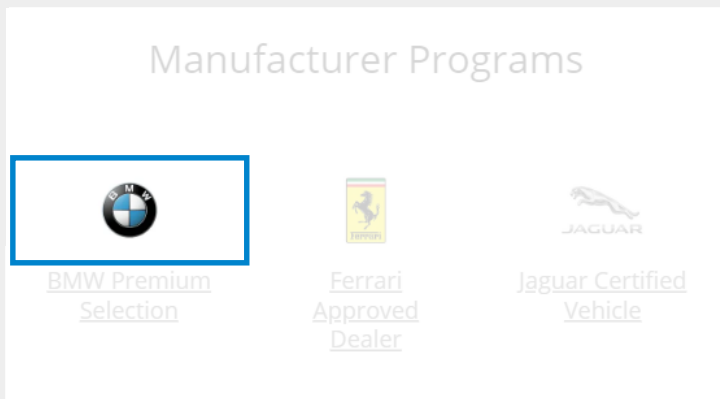
Certified Program Name
Desktop & Mobile: Please confirm the Certified Program Name

Please note: Certified Program Name will be in carsales font style. All other elements automatically populated via carsales. The logo must be the OEM Brand logo and not the Certified Pre-owned logo.

DESKTOP
Brand Tile

Manufacturer Programs

BMW Premium Selection

1 Series, 2 Series and more

141 cars in stock

View models

Ferrari Approved Dealer

458 Italia, 458 Speciale and more

43 cars in stock

View models

Jaguar Certified Vehicle

E-PACE, F-PACE and more

4 cars in stock

View models

MOBILE
Brand Tile

Manufacturer Programs

BMW Premium Selection

Ferrari Approved Dealer

Jaguar Certified Vehicle

Hero Image, Headline & Support Message

Please note: The Branded Certified Landing Page is responsive.

Hero Image
Desktop:: High resolution, Static 1920px (w) x 550px (h) JPEG
Mobile: High resolution, Static 1000px (w) x 1100px (h) JPEG

Headline
Desktop & Mobile: Please confirm the Certified Program Name
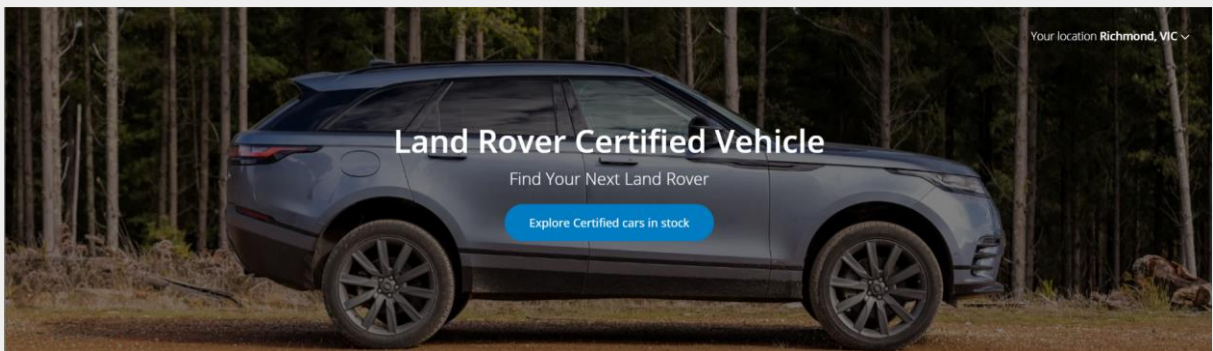
Support Message
Desktop & Mobile: Maximum of 65 characters including spacing. Please note: If a support message is not provided the default is "Find Your Next [Insert OEM Name]"
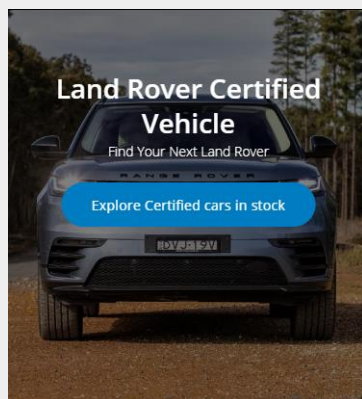
DESKTOP & MOBILE / APP
Hero Image, Headline & Support Message

DESKTOP

MOBILE / APP

Program Benefits

Please note: The Branded Certified Landing Page is responsive.

Image

Desktop:: High resolution, Static 700px (w) x 500px (h) JPEG
Mobile: High resolution, Static 600px (w) x 300px (h) JPEG

Program Benefits Copy

Desktop & Mobile: Maximum of 650 characters including spacing

DESKTOP

MOBILE / APP

Stock Available Search

Please note: The Branded Certified Landing Page is responsive.

Stock Images

Desktop & Mobile: These are automatically pulled through from Showroom Images. If the stock does not have images, please send these through via digitalassets@carsales.com.au

Stock Name (Make & Model)

Desktop & Mobile: These are automatically pulled through based on the Inventory Publishing Criteria provided

DESKTOP
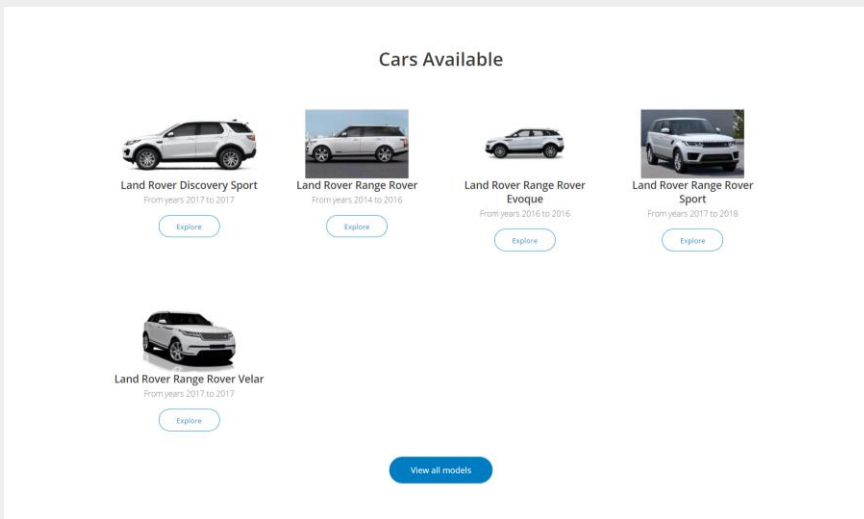
MOBILE / APP
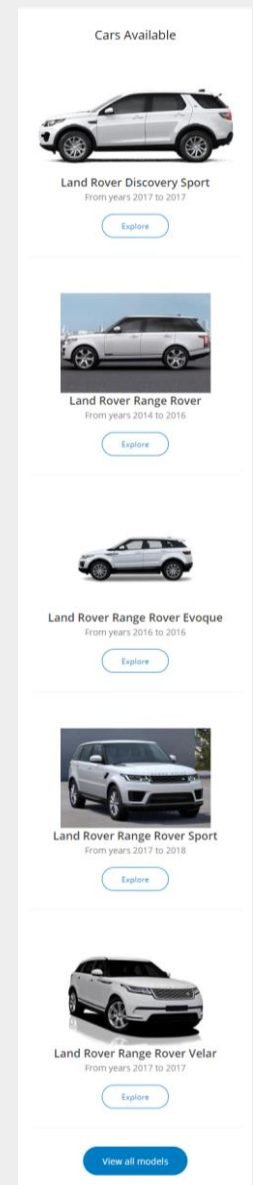
Logo

The Brand's Logo will be added to relevant stock listings on the carsales Results & Details Page.

Specifications

Desktop / Mobile / App: Static 140px (w) x 60px (h) PNG / JPEG

Requirements

- 1x logo is required, which will be used across 3 places
- Centre logo from height and width to fit
- Logo must appear on a solid background

Logo Examples

1. RESULTS PAGE
Desktop, Mobile / App
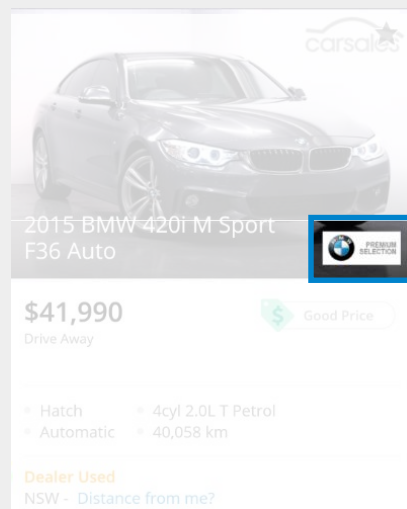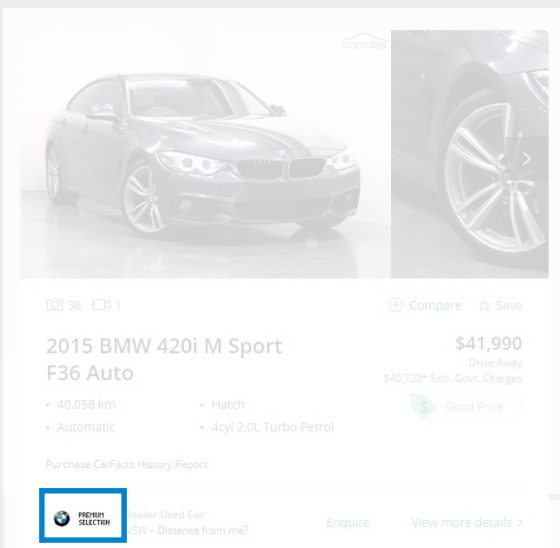
2 & 3. DETAILS PAGE
Desktop, Mobile / App
Under Hero Image and in CPO Text Box

Stock Branding Specification
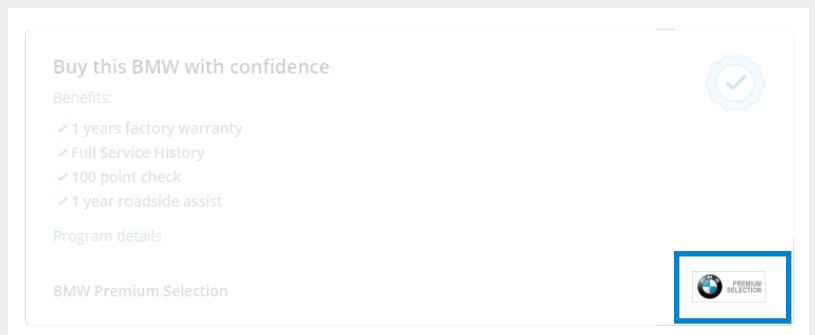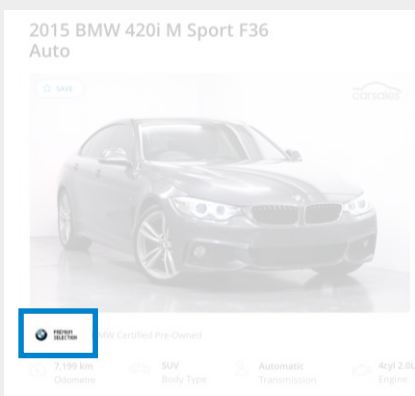
Text Box

Please note: The Text Box is only available on the Details Page on Desktop, Mobile / App.

Specifications
Headline: 50 characters (incl. spaces)
Description Copy: 80 characters (incl. spaces)
Max Bullet Points: 4
Bullet Point Copy: 40 characters (incl. spaces) for each bullet point

HEADLINE
DESCRIPTION COPY
BULLET POINT COPY

carsales provides tick icon.
Cannot be modified

carsales provides

Buy this BMW with confidence

Benefits:

✔ 1 years factory warranty
✔ Full Service History
✔ 100 point check
✔ 1 year roadside assist

Program details

BMW Premium Selection

carsales provides hyperlink to
CPO showroom (make) page

DESKTOP

2015 BMW 420i M Sport F36 Auto

Dealer Car - Used - New South Wales   Have a similar car to sell? Sell it yourself

SAVE

carsales

BMW Premium Selection

40,058 km   Hatch   Automatic   4cyl 2.0L Turbo Petrol
Odometer   Body Type   Transmission   Engine

Buy this BMW with confidence
Benefits:
✔ 1 years factory warranty
✔ Full Service History
✔ 100 point check
✔ 1 year roadside assist
Program details

BMW Premium Selection

MOBILE / APP

Fuel Economy   6.3 L/100km
Combined

Stock#   G425115

Buy this BMW with confidence
Benefits:
✔ 1 years factory warranty
✔ Full Service History
✔ 100 point check
✔ 1 year roadside assist
Program details

BMW Premium Selection

Comments

BALANCE OF 5 YEAR 80,000KM BASIC SERVICE
PACKAGE EXP 03/23/2021

Checklist

PLACEMENT	ELEMENT	DEVICE	DIMENSIONS	FORMAT	TEXT
Dealer(s) AutoGate Account	Inventory Publishing Criteria (page 4)	Desktop & Mobile / App	N/A	Word Document	Applicable criteria
Stock Branding	Logo (page 10)	Desktop & Mobile / App	Static 140px (w) x 60px (h)	PNG / JPEG *Solid background*	N/A
	Text Box (page 11)	Desktop & Mobile / App	N/A	Word Document	Headline: 50 characters Description: 80 characters No. of Bullet Points: Max 4 Bullet Points: 40 characters *All character limits are including spaces*
Certified Landing Page	Branded Tile: Logo (page 6)	Desktop & Mobile	Static 360px (w) x 160px (h)	JPEG	N/A
	Branded Tile: Certified Program Name (page 6)	Desktop & Mobile	N/A	Word Document	Certified Program Name
	Criteria Comparison Table (page 5)	Desktop & Mobile	N/A	Word Document	Qualification, Point Check, Unlimited kms Warranty & 24hr Roadside Assist information
Branded Certified Landing Page	Hero Image (page 7)	Desktop	High resolution, Static 1920px (w) x 550px (h)	JPEG	N/A
		Mobile	High resolution, Static 1000px (w) x 1100px (h)	JPEG	N/A
	Headline (page 7)	Desktop & Mobile	N/A	Word Document	Certified Program Name
	Support Message (page 7)	Desktop & Mobile	N/A	Word Document	Max. 65 characters including spacing
	Program Benefits: Image (pages 8)	Desktop	High resolution, Static 700px (w) x 500px (h)	JPEG	N/A
		Mobile	High resolution, Static 600px (w) x 300px (h)	JPEG	N/A
	Program Benefits: Copy (page 8)	Desktop & Mobile	N/A	Word Document	Max. 650 characters including spacing
	Stock Available Search (page 9)	Desktop & Mobile	N/A	N/A	N/A