All roads lead to search advertising
Bing Ads connects you with automotive shoppers

Auto industry overview
High consumer confidence, low interest rates and lower fuel prices point to a happy 2017 for automakers.

|$318 billion|
forecasted in U.S. new car market in 2017¹

|$191 billion|
of auto sales estimated to be SUVs and light trucks²

|28%|
of internet users ages 18-65 would buy a car online³

Bing Network puts your business at the center of auto shoppers’ everyday lives.⁵

17.2M total automotive searchers
37% of all automotive paid clicks
14.2M auto searchers not reached on Google

Mobile is part of the auto shopping strategy — targeting mobile shoppers should be part of your marketing strategy.

7 in 10 use a mobile device when shopping for a vehicle¹
44% research things like brands, prices and user reviews before visiting a dealership³
28% compare prices with other brands or dealers while at a dealership³

Bing Ads features can help increase click-through rates and conversions.

Call Extensions make it easier to find your business by displaying your address, phone number and a link to directions.
Location Extensions drive more in-store traffic. Add a directions link to make it even easier to find your business.
Sitelink Extensions add multiple links to your ad so searchers can go directly to pages they’re interested in, offering a 23-35% higher click-through rate on average.⁶
Enhanced Sitelinks have helped advertisers achieve a 22% higher average click-through rate by adding two lines of text below each sitelink.⁷
Remarketing in Paid Search gives you a chance to re-engage with return site visitors.

Compared with Google’s audience, the Bing Network audience is:⁴

73% more likely to own Isuzu
15% more likely to have spent $15K to $20K for a vehicle
31% more likely own Oldsmobile
44% more likely to own Audi
42% more likely to own Porsche
24% more likely to own Saturn