



Automobili.com and IlSole24Ore.com sign agreement
Together to manage adverts in the automobile sector

Automobili.com and IlSole24Ore.com have penned an agreement in the area of online ads for trading cars. According to the agreement, Automobili.com will manage ads on behalf of *Motori24.com*, the specialist automotive section of the Il Sole 24 ORE website.

Motori24.com users interested in purchasing cars (second-hand, new and zero kilometres) will be able to use a completely integrated search engine managed directly by Automobili.com, with the same graphics and layout, on the *Motori24.com* website.

The user will be able to search the ads using different criteria: by pre-set field, by make and by model. As well as providing a detailed description of the vehicle, with images and technical features, the car profiles also include a form allowing you to directly contact the seller by email.

Automobili.com has established itself as the number one website for car ads, and with this agreement strengthens its dominance of the web market by making its database of mid to high-range vehicles available to *IlSole24Ore.com*.

Motori24.com, the *Il Sole24ore.com* site dedicated to the automotive world, provides exclusive and authoritative information from the Il Sole 24 Ore editorial teams, as well as useful tools and services for its users. The agreement with Automobili.com further enriches the array of services offered by the Il Sole 24 ORE channel, enabling users to consult a rich search engine of car ads.

Automobili.com is a vertical classified car ad website that lists online ads for the trading of used, new and zero-kilometre cars by dealerships and individual users. Created in 1999, the website was acquired by RCS Digital in July 2007.

Motori24.com is the *Il Sole24ore.com* vertical website with all the tools you need for a comprehensive overview of the automotive world. Launched at the end of March, it has attracted increasing numbers of users with an average of over 1.5 million page visits and 300,000 unique users a month (source Nielsen Site Census).

Milan, 29 June 2009

RCS Digital Press Office
Francesca Marzotto
francesca.marzotto@rcs.it
telephone 02 25844111 – 335 5997198
Romeo Tramontano
romeo.tramontano@guest.rcs.it
telephone 02 25847331 – 3401804900

24 ORE Group Press Office
Ginevra Cozzi
ginevra.cozzi@ilsole24ore.com
tel. 02 3022.4945 – 335 1350144
Elena Gramatica
elena.gramatica@ilsole24ore.com
tel. 02 3022.3283 – 334 6654444