

#WinAnyCar, says AutoTrader

Issued by [AutoTrader](#)

19 Mar 2020

Auto giant's new comp brings exciting first

On 1 January [AutoTrader](#) launched their 'AutoTrader has a car for every moment' campaign. To date, the [ad attracted over two million views](#), ranked top in class by Google and as a whole has reached an audience of over 17 million. Today the company ramps the campaign up a notch, with the release of the exciting #WinAnyCar competition.

Until 27 April the search is on for one lucky AutoTrader user to #WinAnyCar for under R200,000. Based on the theme of *perfect car-based moments*, the campaign is a first in that users get to choose their own winning vehicle from the AutoTrader website.

Entering the competition is a simple three-step process:

1. Take a #Carfie, which means taking a photo of yourself next to a car.
2. Snap a screenshot of your dream car under R200,000 on AutoTrader.
3. Upload both images to any social media network with the triple hashtags #Carfie, #ThatPerfectMoment and #WinAnyCar and tag @AutoTraderSA.

A panel of AutoTrader judges will be monitoring submissions and taking notes on originality, creativity and number of entries, before the stand-out winner is announced on 8 May 2020. With over 28,000 qualifying cars on AutoTrader, entrants will be spoilt for choice.

“Cars are incredibly personal and allow for many special moments in life,” said AutoTrader’s Marketing Director, Angelique Lynch. “We wanted to do something as special for our users. This is why we are offering the chance to win the car you choose, one that you believe matches your personality and your lifestyle.”

The #WinAnyCar competition follows the success of 2019’s critically acclaimed ‘*Search AutoTrader*’ campaign, which Google ranked as SA’s fifth most attention-grabbing ad of that year.

“Competitions are a wonderful way for us to show our appreciation to our users who make AutoTrader the trusted motoring marketplace that it is,” said AutoTrader CEO [George Mienie](#). “We’re looking forward to seeing the personal choice submissions of our users, and I cannot wait to present someone with their own dream car!”

To find out more about the competition click [here](#).

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