

AutoTrader launches 360° virtual car viewing feature

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"Every used car is unique in terms of mileage, wear and tear, features, etc," says AutoTrader CEO [George Mienie](#). "Buying a used vehicle has until now required a live viewing in order to get a real understanding of the car's condition. Today, for the first time on a SA motoring marketplace, AutoTrader 360Spin is offering a satisfying online alternative at scale."

With the flick of a finger or mouse, AutoTrader's 360Spin now allows online shoppers to digitally inspect the exterior of a car, and in some cases, some cars will have an interior interactive 360 degree view if the car dealer has purchased the additional equipment required. This gives a perfect representation of the vehicle's physical condition over and above mileage and registration year.

"A quick spin around the car replaces hours of what would've been spent travelling to and walking through parking lots inspecting cars 'in the flesh'," says Mienie. "This feature is an enormous time saver."

Developed in partnership with InstaVid360, AutoTrader 360Spin is the result of months of planning, and is backed by the latest global trends. The [US automotive consumer study](#) shows that interactive content is 33% more effective at educating buyers than static content, and [mckinsey.com](#) reports that 64% of buyers want extensive vehicle photos and data, along with effective search tools.

"Current global market research is undeniable," says [Angelique Lynch](#), AutoTrader Marketing Director. "Today, [61% of buyer's shopping time](#) is spent online. It's always our goal to use technology to provide consumer-centric solutions that make their car-buying process transparent, interactive and fully engaging. For us, AutoTrader 360Spin is an essential service."

Debuting this month, AutoTrader 360Spin is to be steadily implemented across all offerings on AutoTrader. At present it is accessible on the passenger car channel only, with thousands of vehicles already activated and the functionality available for free as a phased roll out beginning with car dealers who currently have signed up for AutoTrader's Premium package. 360Spin can be accessed on all platforms including desktop, mobile as well as AutoTrader's two free mobile Apps (iOS and Android).

"[56% of auto shoppers](#) could be convinced to buy a car from a 360° walk around *without* having to test drive the vehicle, and [interactive content is 33% more effective](#) at educating buyers than static content. These stats are a signal to us that the Southern African online auto consumer deserves better," says Mienie. "It is essential that we provide consumers with more information, delivered in a seamless and pleasurable way, that alleviates the need to visit multiple sources. 360Spin is here to stay."

When visiting AutoTrader, begin your car search using AutoTrader's revolutionary make, model and/or variant function. Study the Search Engine Results page, for cars marked with a '360°' icon, indicating which vehicles have 360Spin activated. Select an activated listing and within image gallery options, click on '360° Spin'. Now, with a flick of your finger or mouse, spin your selected model for a full exterior view.

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