

# MOTERING MAIN – Competition Promo

The screenshot shows the AOL 9.0 browser interface with the AOL Motoring website loaded. The browser's address bar shows the URL <http://channels.aolsvc.co.uk/motor/>. The website features a navigation menu on the left with categories like 'Motoring News', 'Buy A Car', and 'Car Showroom'. The main content area is divided into several sections:

- Car Finder:** A search tool powered by AutoTrader with tabs for 'NEW', 'USED', and 'BIKES'. It includes dropdown menus for 'Make' and 'Model', and input fields for 'Min Price', 'Max Price', 'Distance' (set to 40 Miles), and 'Postcode'. A 'GO' button is present.
- newreg.com Competition Time:** A red-bordered box containing the text: 'Win £500 towards a personal number plate with Autotrader and newreg.com'. Below it is an 'Advertising Link' section with the text: 'Screentrade brings you car insurance on AOL'.
- Miles of Style:** A section with a red classic convertible car image and text: 'We separate the super models from the stinkers -- Vote for the best and the worst classic cars -- What's hot and what's not on the roads -- What does your car's colour say about you?'.
- Value Your Car:** A form with two dropdown menus labeled '1 Select a Make' and '2 Select a Model', and a 'GO' button. It is powered by WHATCAR?.
- Find a Car Review:** A similar form with two dropdown menus labeled '1 Select a Make' and '2 Select a Model', and a 'GO' button. It is also powered by WHATCAR?.
- Advertisement:** A large box with the text 'Buy online and receive 5%' and a graphic of a pencil writing the number 5.

The bottom of the browser window shows the taskbar with 'Window (1)', 'Allowing Pop-Ups (0)', and 'Jones...s Vault'.

# COMPETITION LANDING PAGE

AOL 9.0 browser window showing a competition landing page. The address bar contains the URL: <http://channels.aolsvc.co.uk/motor/article.adp?id=20050308061909990002>. The page features a Citroën C4 advertisement at the top with the text "SEE MORE OF THE C4" and "ALIVE WITH TECHNOLOGY". Below this is the "AOL motoring" section with a navigation menu on the left. The main content area is titled "Win £500 Towards a Personalised Number Plate". It includes a logo for "newreg.com" with the tagline "Whatever. We've probably got your New Reg™" and the "Auto Trader" logo with the website [www.autotrader.co.uk](http://www.autotrader.co.uk). A red box highlights the following text: "In addition to this fantastic prize every entrant will automatically receive a £20 voucher towards the cost of a personalised registration plate courtesy of [newreg.com](http://newreg.com). So even if you are not fortunate enough to win the first prize you will still have the opportunity to purchase an amazing new number plate with £20 knocked off the original sale price." Below this, it says "So if one of your DE51 RES is to have a personalised number plate, now is your".

AOL 9.0 browser window showing a competition entry form. The address bar contains the URL: <http://channels.aolsvc.co.uk/motor/article.adp?id=20050308061909990002>. The page is titled "£500 Towards a Personalised Number Plate". It features a question: "How many number plates feature on the newreg.com Web site?". Below the question are three radio button options: "10 million", "20 million", and "40 million". The "Select Your Answer:" section is highlighted in orange. Below the options is a "Fill in Your Details:" section with input fields for "Full Name", "Street", "Postcode", "City", and "Phone". There are two checkboxes: "I would like to receive further e-mails from [www.autotrader.co.uk](http://www.autotrader.co.uk)" and "I would like to receive further emails from newreg.com". An "Enter now" button is located below the checkboxes. Below the form is a "Terms and Conditions" section with three numbered points: 1. The prize promotion is open to all AOL members who are UK resident aged 18 years or over except employees (and their families) of AOL (UK) Limited, or New Reg Limited, and any affiliates, subsidiary companies, as well as representatives or agents of and anyone else who may be involved or connected with the competition/promotion. Any entries submitted by agents or third parties shall be invalid and not be accepted by the Promoter. 2. You may enter this prize promotion by answering the questions and submitting the requested contact details set out in the online entry form. 3. The prize consists of one £500 voucher to be put towards a personalised number plate of the winner's choice. The winner will have the opportunity to browse through the extensive collection of 20 million personalised number plates available at [www.autotrader.co.uk](http://www.autotrader.co.uk).