

## **WORLD'S BIGGEST WIN: Auto Trader secures Guinness World Record™ for the Largest Online Quiz**

- **173 prizes worth over £100,000 have been won**
- **Three electric vehicles have been claimed**
- **Over 64, 400 sign ups since registrations went live on 2<sup>nd</sup> November**

**17<sup>th</sup> November 2022, London – On Tuesday 15<sup>th</sup> November at 7pm** Auto Trader has secured the Guinness World Record™ for the Largest Online Quiz. Making quizzing history, the largest automotive marketplace in the UK, managed to secure over 7,279 players on the night - beating the previous champion by a whopping 4,951 participants.

In the week of Cop 27, Auto Trader tailored their quiz to have an electric theme. With many rounds including questions that tested the players electric knowledge. The electric theme was to help consumers to get a better understanding of electric vehicles. Questions in the quiz showcased the fun aspect of owning an EV as well as helping to dispel many myths that surround EV ownership.

The previous title holders were Camden Council in Australia, who took home the title in October 2021 with 2,328 players participating in their online quiz.

Auto Trader offered players a chance to win one of 173 prizes if they pledged their support by signing up and participating. Since signups went live on Wednesday 2nd November, Auto Trader had already seen over 40,000 registrations come through in just 4 days and on the night over 16, 421 players flocked to join the party.

Auto Trader's very own Rory Reid, YouTube Director and Simon Hosannah, Client Director and Olympic announcer brought nothing but electric energy last night as they hosted the quiz. They tested the players on not only their knowledge but also their speed of response – meaning some players really got to rack up the points.

Unlike many quizzes, Auto Trader's Largest Online Quiz, wasn't reliant on players coming first to win prizes. In fact, spot prizes and lucky dips were up for grabs throughout the night. With three lucky winners walking away with an electric vehicle each. And 170 players ending the night with a win too.

Auto Trader gave away 173 prizes during the quiz, including electric skateboards, electric blankets, electric toothbrushes and three electric vehicles:

- [Super Soco TSX 50cc Electric Bike](#)
- [Vauxhall Corsa Electric](#) Anniversary Edition
- [Vauxhall Mokka Electric](#)

At the end of each round Auto Trader gave away ten prizes to players who ranked in various positions e.g., 1, 100, 250, 1000. And that's not all. For every question that was answered correctly, players got a 'lucky dip token'. Each token gave each player one chance at winning one of 100 additional electric prizes. Winners were picked out at random at the end of the quiz.

Rory Reid, YouTube Director at Auto Trader, said: "So we concede as Guinness World Record™ holders. A huge thank you to every single person who joined us on Tuesday night, we truly couldn't have done this without you. What a phenomenal achievement – I couldn't be prouder!"

**ENDS**

### **About Auto Trader**

Auto Trader Group plc is the UK and Ireland's largest automotive marketplace. Our marketplace sits at the heart of the car buying process, with the largest number of buyers and the biggest choice of trusted stock. Auto Trader exists to change how the UK shops for cars by providing the best online car buying experience and enabling all retailers to sell online. We are building stronger partnerships with our customers, using our voice and influence to drive more environmentally friendly vehicle choices and creating an inclusive and diverse culture for all of our people. Auto Trader listed on the London Stock Exchange in March 2015 and is a member of the FTSE 100 Index. For more information, please visit <https://plc.autotrader.co.uk/who-we-are/about-us/>

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### **Notes to Editors**

List of prizes:

Vauxhall Mokka Electric  
Vauxhall Corsa Electric Anniversary Edition  
£200 Love to shop voucher x10  
£100 Love to shop voucher x10  
Electric road bike x4  
Electric skateboard x6  
Motorbike x1  
Electric toothbrush x9  
Tesla driving experience x10  
Electric blanket x20  
Echo dot speaker x9  
£20 Love to shop voucher x10  
Bolt LED light x10  
Furry dice yellow x10  
Electric tractor for kids x10  
Formula e lego x10  
Bolt tshirt x10  
Car air freshener x10  
Electric shaver x10  
Electric diffuser x10