

## ***LatAm Autos completes roll out of proprietary technology PTX***

**Melbourne, Australia; 1 May 2015:** [LatAm Autos Limited \(ASX: LAA\)](#), a leading online auto classifieds business in Latin America, today announced that it has completed the roll out of its proprietary technology PTX across all its markets, ahead of schedule and within budget.

PTX is the backbone of LatAm Autos' technology, unifying all its properties across its markets, enabling seamless and faster deployments of new features across the whole platform. It comes with a localisation module enabling multi-currency, multi-pricing and regional specificities.

The key features of PTX include:

- Responsive layout to accommodate all mobile devices (iOS, android and other operating systems)
- Faster navigation, increased functionality and user friendly search functions within the platform
- Search engine friendly platform to maximise SEO and SEM performance
- Distinctively branded sites to retain original domains and brand value, whilst simultaneously associating the brands as a part of LatAm Autos
- A free car valuation tool for users based on current and previous listings of same model cars
- Access to local and international automotive content, generated from our content team
- New code architecture enabling seamless and faster deployment of new features across the whole platform
- API functionality that enables PTX to interact with third party applications and services

For more information, a video is available on YouTube (click the picture to view):



LatAm Autos is a leading dedicated online auto classifieds and content platform with operations in six countries in Latin America – Mexico, Argentina, Ecuador, Peru, Panama and Bolivia. As early movers in the region’s online auto classifieds industry, LatAm Autos is positioned to capitalise on the shift of auto classifieds advertising from traditional print media sources to online channels. For more information on LatAm Autos, please visit its website: [www.latamautos.com](http://www.latamautos.com).

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