**Google Gives Automakers Swipeable Car Search Ads**

Google has launched Model Automotive Ads that enable consumers to swipe on car search ads to view images of the vehicles. Half of all auto searches looking for makes or models are now happening on smartphones, Google reports. Toyota tested the new format and experienced a 40% surge in website visitors from intent-based searches.

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<http://www.mediapost.com/publications/article/272416/google-brings-auto-showroom-to-mobile-with-new-sea.html>