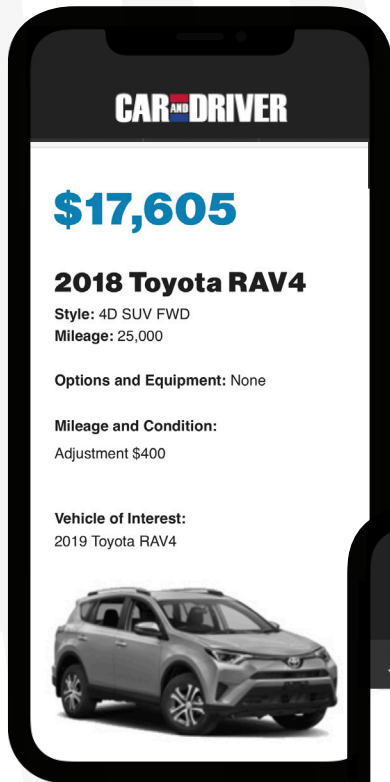


CAR AND DRIVER SHOPPING TOOLS

Put the power of Car and Driver's Trade-In tools to work on your website.

Trade-In Range and Trade-In One (single value) provide accurate trade values from Black Book giving shoppers a more realistic trade-in expectation while giving you price flexibility.

Generate quality, low funnel leads, while providing valuable information to your shoppers in a streamlined experience from one of the most trusted brands in automotive.



TRADE-IN ONE

POWERED BY
BLACK BOOK

PRICE \$175

- + Provides a single value based on condition of vehicle
- + Fast — takes less than 30 seconds



TRADE-IN RANGE

POWERED BY
BLACK BOOK

PRICE \$175

- + Fastest tool — takes less than 20 seconds
- + Gives you negotiating flexibility

QUICK. SIMPLE. TRUSTED.

- + 30% overall increase in leads generated¹
- + 59% lift in mobile leads¹
- + 90% of shoppers trust Car and Driver for trade-in values²

FEATURES

- + Easy to complete with suggested search and text auto-fill capabilities
- + Improved user experience with the same trusted Black Book values

FOR MORE INFORMATION:

866.452.1400 | dealersupport@hearstautos.com

¹ - 2018 Car and Driver Internal Analytics (when compared to previous non-Car and Driver branded tool)
² - 2017 Car and Driver Audience Survey