

# CAR AND DRIVER SHOPPING TOOLS

Quickly turn car shoppers into buyers with Car and Driver's newly designed lead generation tools. Fully optimized for all devices, Trade-In Value and Credit Score give shoppers the ability to easily value their trade-in and estimate their credit—giving you the power to drive more sales opportunities.

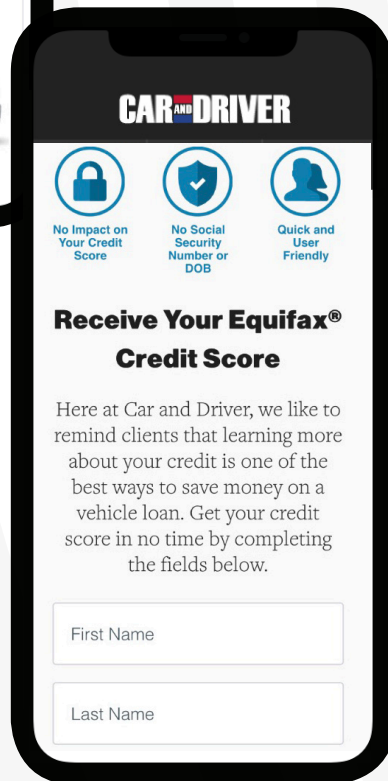


## TRADE-IN RANGE

POWERED BY  
BLACK BOOK

PRICE \$175 (FIRST 90 DAYS FREE)

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



## CREDIT SCORE

POWERED BY  
EQUIFAX®

PRICE \$175

- + Consumers receive their actual credit score – you receive their contact info and vehicle of interest
- + Credit score provided via soft pull - no DOB or SSN required
- + Ultimate user experience in a single screen

## QUICK. SIMPLE. TRUSTED.

- + 30% overall increase in leads generated<sup>1</sup>
- + 59% lift in mobile leads<sup>1</sup>
- + 90% of shoppers trust Car and Driver for trade-in values<sup>2</sup>

## FEATURES

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

## BUNDLE

PRICE \$300

### FOR MORE INFORMATION:

866.452.1400 | [dealersupport@hearstautos.com](mailto:dealersupport@hearstautos.com)

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

