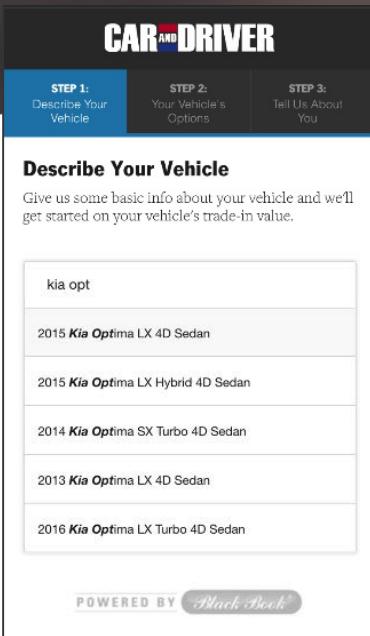


# SHOPPING TOOLS

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 VALUE

Powered by BlackBook®

- 31% Lift In Lead Conversions<sup>1</sup>
- Built With Easy-To-Use Features Such As Suggested Search And Text Auto-Fill
- Gives Shoppers The Ability To Obtain Trade-In Value In 3 Simple Steps—Without Having To Provide Any Unnecessary Details
- 90% Of Shoppers Trust Car And Driver For Trade-In Values<sup>2</sup>

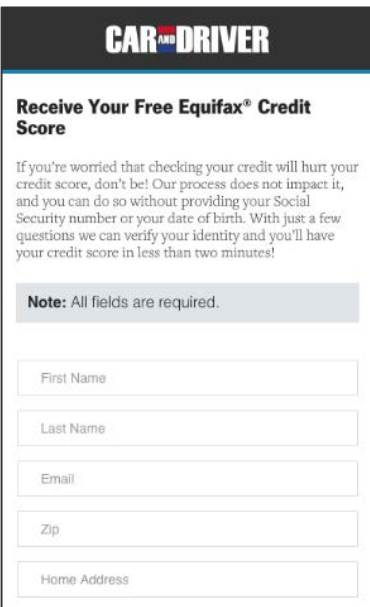


## PREMIUM FEATURES AVAILABLE FOR BOTH TOOLS

**SafetyNet** – Nurtures leads for 60 days promoting engagement with your dealership.

**Appointment Setter** – Allows tool users to schedule an appointment directly with your dealership.

**Enhance** – A virtual leave behind offering shoppers one last chance to get their trade-in value or credit-score.



## CREDIT SCORE

Powered by Equifax®

- Consumers Get Their Actual Credit Score Without Providing DOB Or SS#
- Ultimate User Experience With One Screen
- 26% Of Shoppers Who Use Credit Score Purchase A Car Within 30 Days<sup>3</sup>

SHOPPING TOOL	PRICE
Trade-In Value (First 90 Days Free)	\$175
Trade-In Value Premium	\$399
Credit Score	\$175
Credit Score Premium	\$349
Bundle: Trade-In Value & Credit Score	\$300
Premium Bundle: Trade-In Value & Credit Score	\$549

1. 2017 Car and Driver Internal Analytics (when compared to previous tool)  
 2. 2017 Car and Driver Audience Survey 3. 2016 Equifax and Car and Driver Credit Tool Analytics