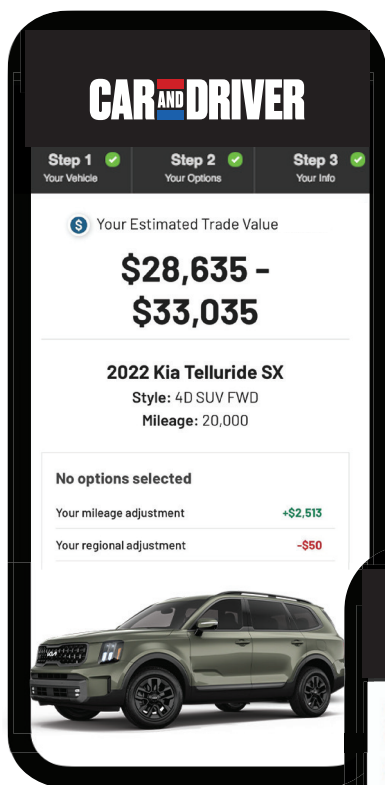


# CAR AND DRIVER SHOPPING TOOLS

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.

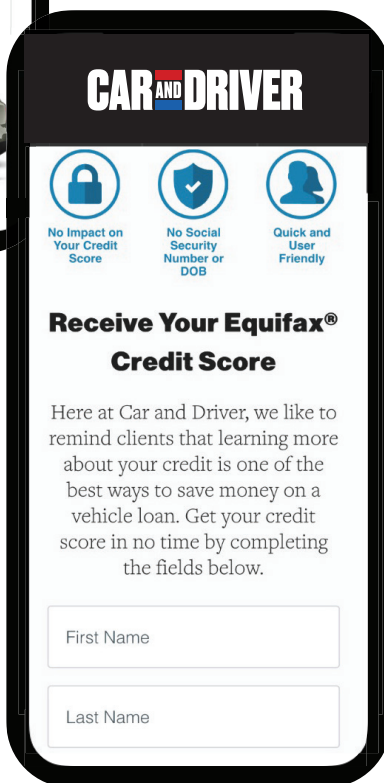


## TRADE-IN RANGE

POWERED BY  
**BLACK BOOK**

**PRICE \$175** (FIRST 60 DAYS FREE)

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



## CREDIT SCORE

POWERED BY  
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- + Credit score provided via soft pull - no DOB or SSN required
- + Ultimate user experience in a single screen

## QUICK. SIMPLE. TRUSTED.

- + CAR and DRIVER is one of the most trusted and recognizable names in automotive media
- + Easy to complete with suggested search and text auto-fill capabilities
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