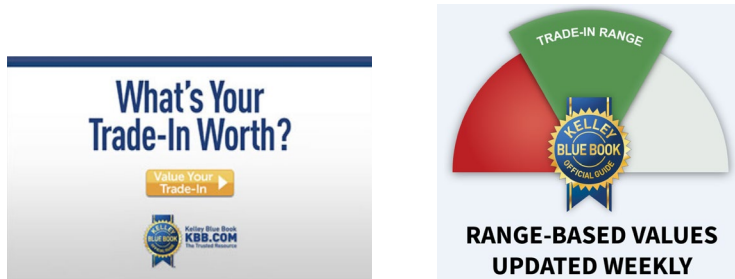
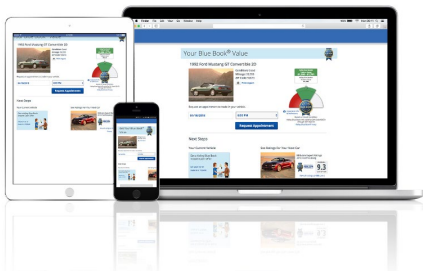


KBB LeadDriver and Trade-In Advisor Offer Kelley Blue Book® Trade-In Values On Your Website

Founded in 1926, Kelley Blue Book is the only vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Our flexible trade-in tools integrate trusted Kelley Blue Book trade-in values directly into your dealer site. Kelley Blue Book Trade-In tools give car shoppers the information they need, a Trade-In Value, while providing dealers a robust lead that includes data on the shopper's trade-in and Vehicle of Interest as well as their contact information.



Kelley Blue Book Trade-In tools provide shoppers with the trade-in information they need, so they stay on your website. Reduce the chance of losing car shoppers to competing dealers.



LeadDriver - \$175/mo

Enhance your dealership's brand by associating with the brand car shoppers trust – Kelley Blue Book!

- Simple to set up with easy instructions for your webmaster, phone support and dedicated website for ongoing assistance
- Horizontal desktop layout that keeps more of the product on one-screen
- Kelley Blue Book Values are fresh, local and relevant to reflect your market
- Use of Kelley Blue Book's Price Advisor to show the range-based values
- Custom "Next Step" links to direct car shoppers to other parts of your website
- Unlimited monthly lead plan designed for dealers