



LEADDRIVER

CAPTURE MORE LEADS ON YOUR WEBSITE

LeadDriver integrates trusted Kelley Blue Book® Values directly onto your dealership's website.

GET THE LEADS YOU NEED TO DRIVE MORE DEALS

- ▶ Provides car shoppers with the trade-in range they need without having to leave your site.
- ▶ You receive customer contact information and information about their trade-in and potential vehicle of interest.
- ▶ Car shoppers can request an appointment with your dealership directly from the LeadDriver experience.

KELLEY BLUE BOOK BUILDS TRUST & CONFIDENCE

- ▶ Fresh, local, relevant values that reflect your local market.
- ▶ Trade-in values displayed through the Kelley Blue Book Price Advisor driving consumer trust.

INTEGRATES WELL WITH:

- ◆ **Kelley Blue Book Instant Cash Offer** provides car shoppers the ability to transition easily from exploring trade-in values to receiving a guaranteed trade-in offer

For more information, visit b2b.KBB.com

or contact your MDCP program,
web: mazdadigitalcertified.com
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phone: 1.844.683.3151



Kelley Blue Book touches
8 out of 10
car shoppers

2019 Cox Automotive Car Buyer Journey Study

70%

of consumers say that Kelley Blue Book is the best third-party resource for finding out what their current vehicle is worth

2019 Cox Automotive Car Buyer Journey