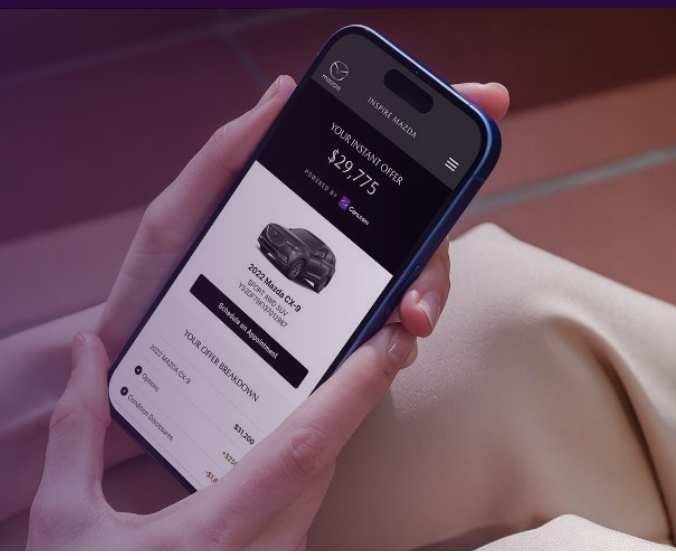
AccuTrade
A CARS COMMERCE SOLUTION

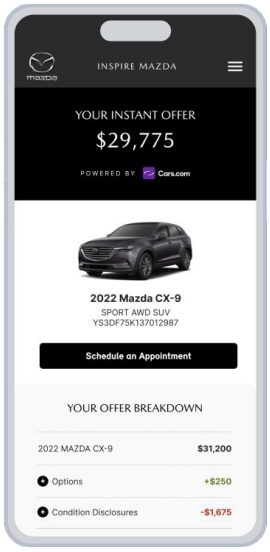
mazda

ACCUTRADE CORE

Turn more website visitors into trade-ins

Start generating ready-to-close trade-in leads from your website when you add the industry's **most accurate appraisal engine.**





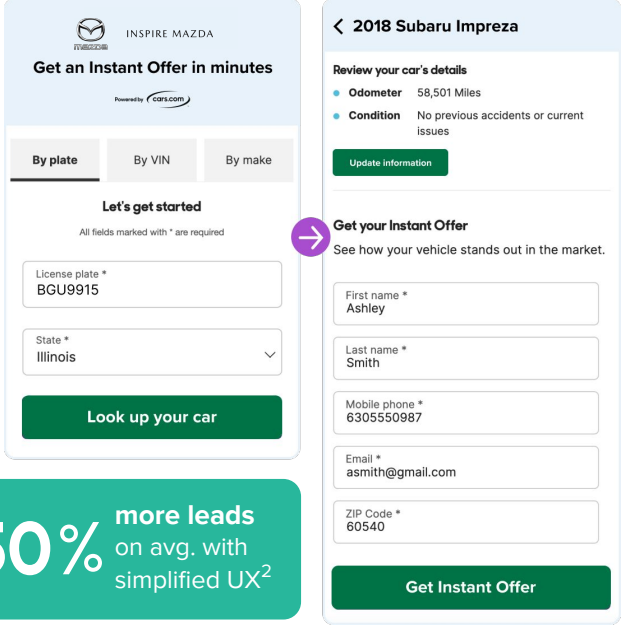
34% **more accurate** than KBB and Black Book[1]

Generate exact offers on *any* vehicle

Layered with our proprietary Cars.com® and Galves® data, AccuTrade Core goes beyond your local market signals to deliver precise values on *any* vehicle, including **EVs, exotics, classics, collectors, and 100K+ mile cars**. Give your team the confidence to pursue every website trade-in opportunity, no matter how rare.

Simplify your sell experience

With the latest version of AccuTrade Core, we simplified the UX to convert website visitors in just two steps: the user enters their license plate or VIN number to prepopulate their vehicle details, and then they submit their contact info for an instant offer. It's that simple, and dealers are seeing serious results from the update.



50% **more leads** on avg. with simplified UX[2]

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1. AccuTrade average standard deviation from final sale price is 4% – a 34% lower standard deviation than KBB and Blackbook, based on a March 2024 analysis of auction sale data and book values on 135 vehicles

2. AccuTrade Plate-To-Value Pilot Test, May-June 2024, comparing lead volume between new simplified trade-in UX and previous version of AccuTrade Core

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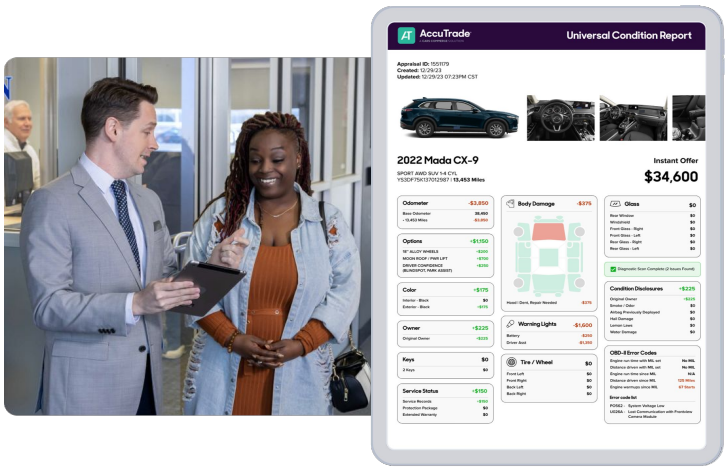
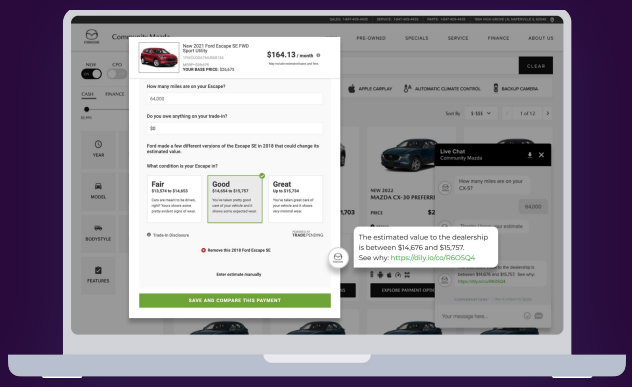
Make them offers they can trust

When your team inspects the vehicle, each condition disclosure automatically deducts from the initial offer, and then generates a **Universal Condition Report** to show customers the detailed, objective “why” behind the exact value.





Dealer Inspire
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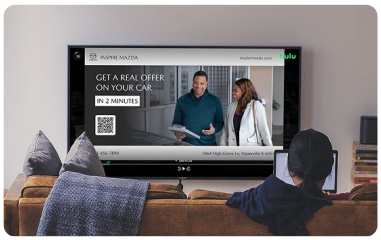
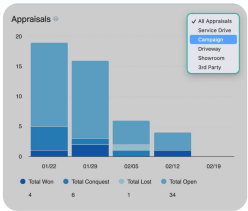
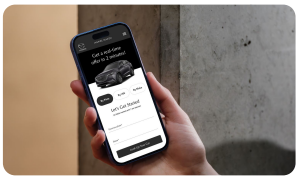
Have one source of trade-in truth

AccuTrade Core seamlessly integrates with Dealer Inspire’s website, chat, and retailing technology to power consistent trade-in values throughout your customer experience.







Scale your opportunities with QR codes

Quickly create links and QR codes that launch consumers directly from your marketing materials into your website appraisal experience. You can **track the scans, prospects, and acquisitions generated** from each campaign to measure ROI.

Turn more website visitors into trade-ins

Empower your website visitors to get instant offers on their vehicles to generate accurate, high-quality trade-in leads with **AccuTrade Core**.

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2. AccuTrade’s trade-in form converts at a 16.51% higher rate than TradePending, based on internal Q1 2024 data

Features	AccuTrade Core
Price	$499
Exact Value or Value Range	✓
Dealer Branding Customizations	✓
Data Refresh for Most Accurate Appraisal Value	✓
Market Value Considerations	✓
Immediate offers unique to each VIN's Condition	✓
Dealer Controlled Values	✓
VHR Value Impacting Deducts	✓
Consumer Facing Valuation Report Example Report	✓
Multi OEM Program Certified	✓
Inventory Consultant Chat to Assist in pricing Volatile Vehicles	✓

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