

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.

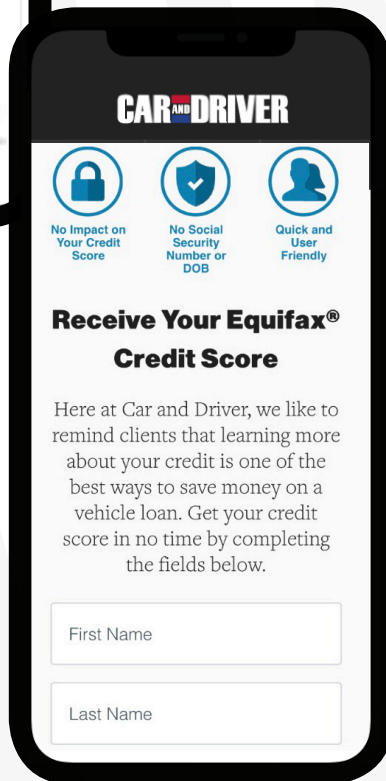


TRADE-IN RANGE

POWERED BY
BLACK BOOK

PRICE \$175 (FIRST 90 DAYS FREE)

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



CREDIT SCORE

POWERED BY
EQUIFAX

PRICE \$175

- + Consumers receive their actual credit score – you receive their contact info and vehicle of interest
- + Credit score provided via soft pull - no DOB or SSN required
- + Ultimate user experience in a single screen

QUICK. SIMPLE. TRUSTED.

- + 30% overall increase in leads generated¹
- + 59% lift in mobile leads¹
- + 90% of shoppers trust Car and Driver for trade-in values²

FEATURES

- + Easy to complete with suggested search and text auto-fill capabilities
- + Improved user experience with the same trusted Black Book values
- + Google Analytics compatible

BUNDLE PRICE \$300



FOR MORE INFORMATION:

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1 – 2018 Car and Driver Internal Analytics (when compared to previous non-Car and Driver branded tool)
2 – 2017 Car and Driver Audience Survey



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