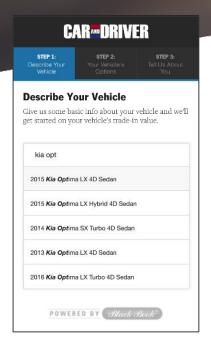
CAR DRIVER

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 VALUE

Powered by BlackBook®

- 31% Lift In Lead Conversions¹
- Built With Easy-To-Use Features Such As Suggested Search And Text Auto-Fill
- Gives Shoppers The Ability
 To Obtain Trade-In Value In 3
 Simple Steps—Without Having To
 Provide Any Unnecessary Details
- 90% Of Shoppers Trust Car
 And Driver For Trade-In Values²



PREMIUM FEATURES AVAILABLE FOR BOTH TOOLS

SafetyNet – Nurtures leads for 60 days promoting engagement with your dealership.

Appointment Setter – Allows tool users to schedule an appointment directly with your dealership.

Enhance – A virtual leave behind offering shoppers one last chance to get their trade-in value or credit-score.

Receive Your Free Equifax® Credit Score If you're worried that checking your credit will hurt your credit score, don't be! Our process does not impact it, and you can do so without providing your Social Security number or your date of birth. With just a few questions we can verify your identity and you'll have your credit score in less than two minutes! Note: All fields are required. First Name Last Name Email Zip Home Address

CREDIT SCORE

Powered by Equifax®

- Consumers Get Their Actual Credit Score Without Providing DOB Or SS#
- Ultimate User Experience With One Screen
- 26% Of Shoppers Who Use Credit Score Purchase A Car Within 30 Days³
- SHOPPING TOOL PRICE Trade-In Value \$175 (First 90 Days Free) Trade-In Value Premium \$399 Credit Score \$175 Credit Score Premium \$349 Bundle: \$300 Trade-In Value & Credit Score Premium Bundle: \$549 Trade-In Value & Credit Score

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- 1. 2017 Car and Driver Internal Analytics (when compared to previous tool)
- 2. 2017 Car and Driver Audience Survey 3. 2016 Equifax and Car and Driver Credit Tool Analytics