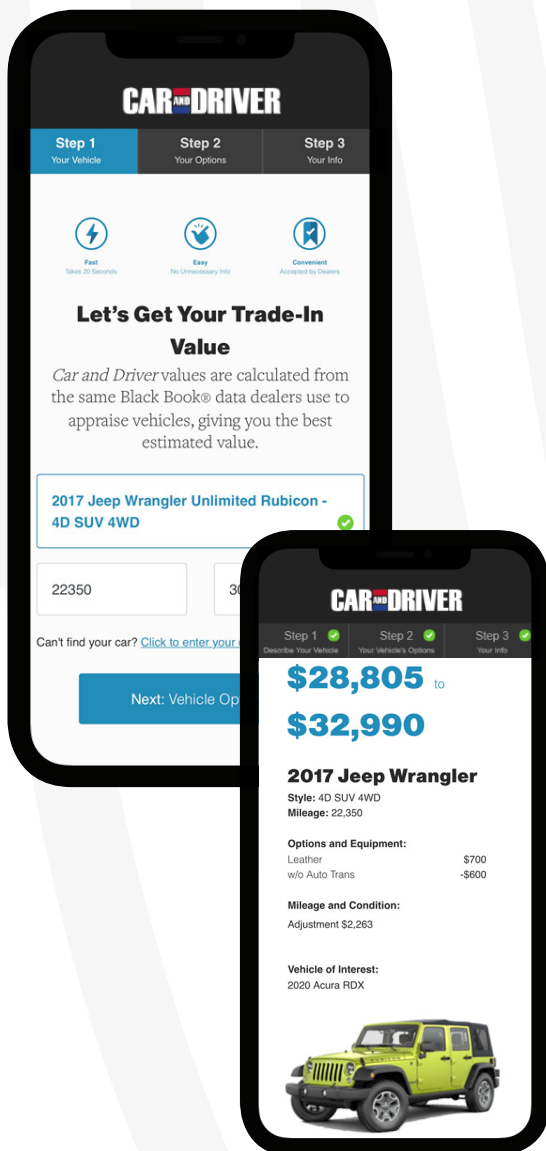


CAR AND DRIVER TRADE-IN TOOLS

POWERED BY

BLACK BOOK

Engage and convert your website traffic with this shopping tool from the automotive brand most trusted by consumers...Car and Driver.



TRADE-IN RANGE

FEATURES

- + Fully responsive design with consumer-friendly language
- + Fast and easy to complete with suggested search and text auto-fill capabilities (usually takes less than 20 seconds)
- + Customize the trade-in ranges offered by your dealership
- + Powered by Black Book — dealers most trusted trade-in values
- + **NEW** — Customize the tool for your dealership

PERFORMANCE

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

90%

OF SHOPPERS TRUST
CAR AND DRIVER FOR
TRADE-IN VALUES

FOR MORE INFORMATION:

866.452.1400 | dealersupport@hearstautos.com

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

