



Kelley Blue Book

STELLANTIS

The best way to win the inventory you need



Acquire in-demand inventory directly from your customers with Kelley Blue Book®. Connect with customers ready to sell or trade in their vehicles and drive away in new ones from your inventory.

A digital experience that works with your Stellantis tools

Use the following capabilities to build up customer loyalty and find more acquisition opportunities from your website, showroom and service lanes.



#1

Kelley Blue Book® is the **#1 most trusted** third-party automotive brand.¹

75%

75% of consumers who trade in their vehicles use Kelley Blue Book® tools during their shopping process.¹

Trade-In Advisor includes:

- ✓ Capture consumer information in first step of the valuation process
- ✓ Trade-in range that updates automatically based on your vehicle information
- ✓ Keep car shoppers engaged on your dealership's website
- ✓ Responsive design includes predictive search and progress indicators
- ✓ Support higher conversion rates and increased lead volumes

¹2023 Cox Automotive Car Buyer Journey Study, Cox Automotive

To enroll, visit your digital portal:
www.stellantisdigitalcertified.com/TradeIn

