PRICE

\$175

\$175

\$300

\$399

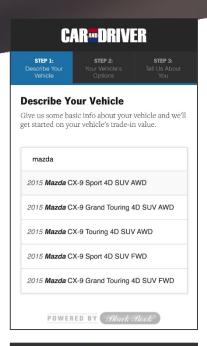
\$399

\$549

### **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.



**CAR** DRIVER

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

Receive Your Free Equifax® Credit

## TRADE-IN VALUE Powered by BlackBook®

- 31% Lift In Lead Conversions<sup>1</sup>
- 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 Values<sup>2</sup>



### 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.

# Trade-In Value (First 90 Days Free) Credit Score Bundle: Trade-In Value & Credit Score Trade-In Value Premium Credit Score Premium Premium Bundle: Trade-In Value & Credit Score

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## 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 Days<sup>3</sup>
- 58% Of Shoppers Who Received A Credit Score Visited A Dealer Within 7 Days<sup>4</sup>
- 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
- 4. Equifax PowerLead Conversion Rate Analysis Results. Q3 2017

Home Address