

NEW
PRODUCT

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 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



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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.

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
- 58% Of Shoppers Who Received A Credit Score Visited A Dealer Within 7 Days⁴

SHOPPING TOOL	PRICE
Trade-In Value (First 90 Days Free)	\$175
Credit Score	\$175
Bundle: Trade-In Value & Credit Score	\$300
Trade-In Value Premium	\$399
Credit Score Premium	\$399
Premium Bundle: Trade-In Value & Credit Score	\$549

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

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