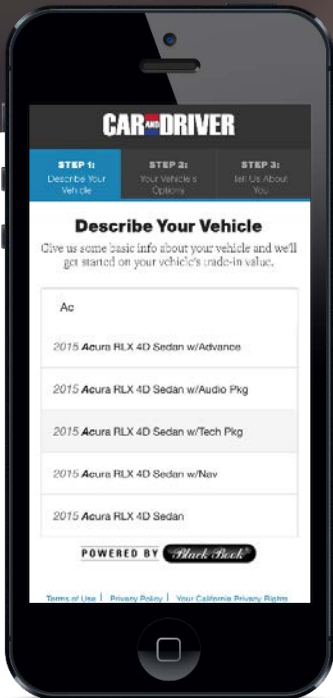


SHOPPING TOOLS

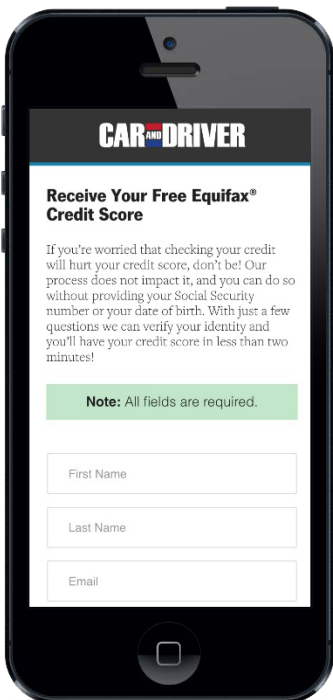
Quickly turn car shoppers into buyers with Car and Driver's newly designed lead generation tools. Fully optimized for all devices, Trade-In Value and Credit Score give shoppers the ability to easily value their trade-in and estimate their credit—giving you the power to drive more sales opportunities.



TRADE-IN VALUE

Powered by Black Book®

- 31% Lift In Lead Conversions¹
- Built With Easy-To-Use Features Such As Suggested Search And Text Auto-Fill
- Shoppers Obtain A 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



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

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



PREMIUM FEATURES AVAILABLE FOR BOTH TOOLS

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

Appointment Setter – Allows shoppers to schedule an appointment with your dealership

Enhance – A virtual leave behind offering shoppers one last chance to get their trade-in value or credit score. Increases leads by up to 25%

SHOPPING TOOL	PRICE
Trade-In Value (First 90 Days Free)	\$175
Trade-In Value Premium	\$350
Credit Score	\$175
Credit Score Premium	\$350
Bundle: Trade-In Value & Credit Score	\$300
Premium Bundle: Trade-In Value & Credit Score	\$550

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