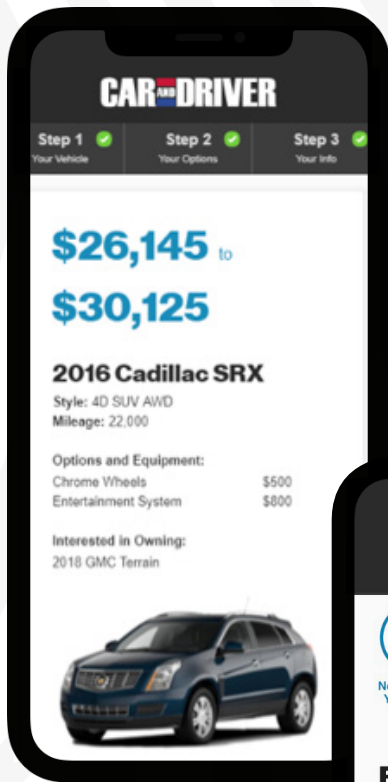




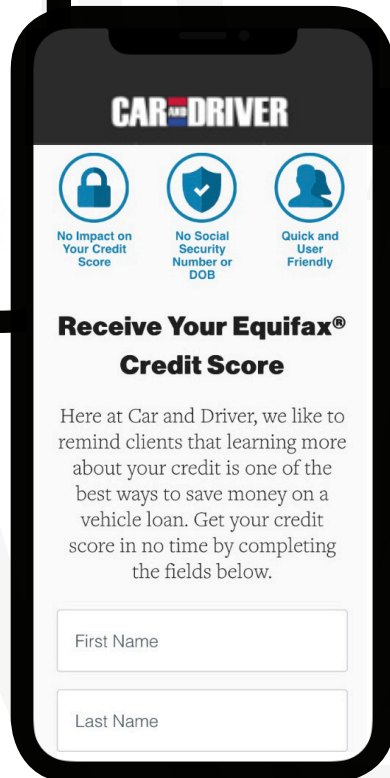
CAR AND DRIVER SHOPPING TOOLS

Convert more of your website traffic into leads with Car and Driver Shopping Tools! Fully optimized for all devices, Trade-In Range and Credit Score give shoppers the ability to quickly (and easily) value their trade-in and/or get their real-time credit score – giving you the power to drive more sales!



TRADE-IN RANGE POWERED BY BLACK BOOK

- + Gives you negotiating flexibility
- + Easy to complete with suggestive search and text auto-fill capabilities
- + Lead Engagement - Appointment Setter
- + Trade-in values powered by Black Book – trusted by dealers and OEMs
- + 90% of shoppers trust Car and Driver for Trade-In Values¹



CREDIT SCORE POWERED BY EQUIFAX

- + Consumers receive their actual credit score – you receive their contact info and vehicle of interest
- + Credit score provided via soft pull - no DOB or SSN required
- + Ultimate user experience in a single screen
- + Lead Engagement - Appointment Setter

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

