



CAR AND DRIVER TRADE-IN TOOLS

POWERED BY
BLACK BOOK

THE POWER OF LEAD GENERATION WITH CAR AND DRIVER

- + 30% overall increase in leads generated¹
- + 59% lift in mobile leads¹
- + 90% of shoppers trust Car and Driver for trade-in values²

FEATURES

- + NEW Google Analytics compatible
- + NEW Improved user experience with the same trusted Black Book values
- + Fully responsive design
- + Easy to complete with suggested search and text auto-fill capabilities

LEAD ENGAGEMENT

- + Dealership coupons
- + Appointment setting

FOR MORE INFORMATION:

866.452.1400 | dealersupport@hearstautos.com



TRADE-IN RANGE

- + Fastest tool – takes less than 20 seconds
- + Gives you negotiating flexibility



TRADE-IN ONE

- + Provides a single value based on condition of vehicle
- + Fast – takes less than 30 seconds
- + Add-On Feature: Vehicle History Adjusted Values

