



The  
**BLACK BOOK**  
**ONLINE TOOL**  
is Now...

# CAR AND DRIVER

## TRADE-IN TOOLS

POWERED BY *Black Book*

### THE POWER OF LEAD GENERATION WITH CAR AND DRIVER

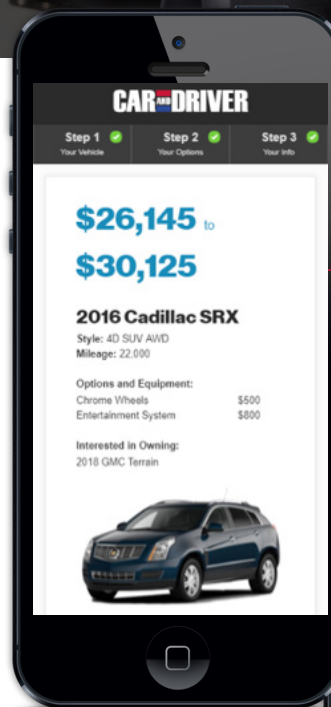
- + **30%** overall increase in leads generated<sup>1</sup>
- + **59%** lift in mobile leads<sup>1</sup>
- + **90%** of shoppers trust *Car and Driver* for trade-in values<sup>2</sup>

### 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

- + SafetyNet email program nurtures leads to engage with your dealership
- + Dealership coupons
- + Appointment setting

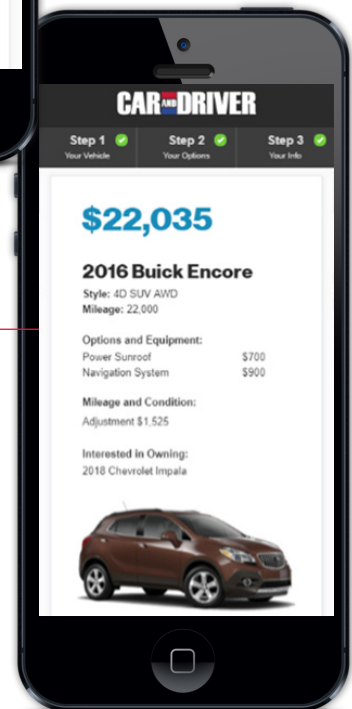


### TRADE-IN RANGE

- + 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



1 – 2018 Car and Driver Internal Analytics (when compared to previous non-Car and Driver branded tool)  
2 – 2017 Car and Driver Audience Survey