



# CAR AND DRIVER SHOPPING TOOLS

## THE POWER OF LEAD GENERATION WITH CAR AND DRIVER

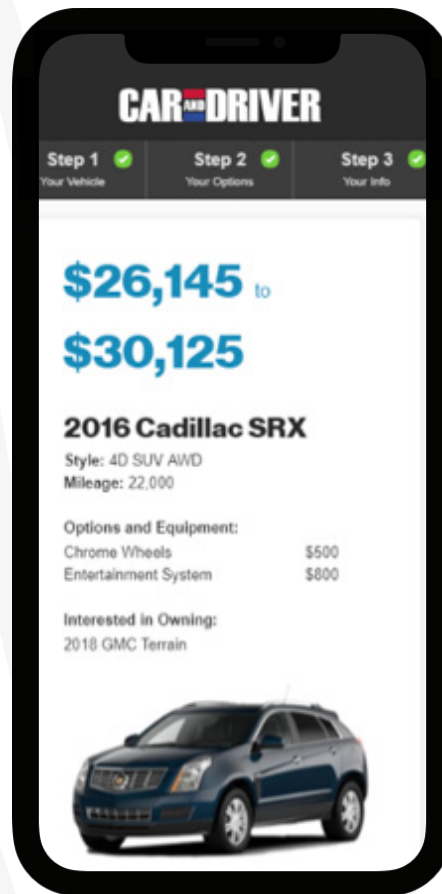
- + 30% overall increase in leads generated<sup>1</sup>
- + 59% lift in mobile leads<sup>1</sup>
- + 90% of shoppers trust Car and Driver for trade-in values<sup>2</sup>

## FEATURES

- + **NEW** 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

- + Appointment setting



## TRADE-IN RANGE

POWERED BY  
BLACK BOOK

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

### FOR MORE INFORMATION:

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