



Autotrader 

AUTOTRADER PRODUCT BINDER

HERE FOR DEAL DOERS.

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HIGHER CONVERSION + FASTER DEALS

Accelerate My Deal saves you time with higher quality leads and higher close rates.

With more shoppers looking for their next car deal online, how do you quickly find the ones who want to buy your vehicles? Accelerate My Deal does the research for you! It identifies both the shoppers and the inventory that your shoppers are interacting with, sourcing higher quality leads and higher close rates and faster sales cycles, giving you more time to focus on your business, and giving your inventory visibility and relevance boosts on the major marketplace aggregators.

How does Accelerate My Deal work for you?

- » Generates higher quality leads that close more often
- » Saves time
- » Boosts relevance on Autotrader + KBB.com

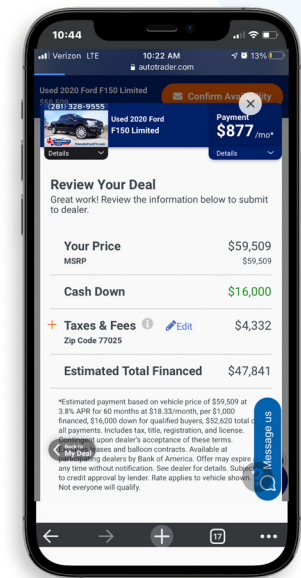
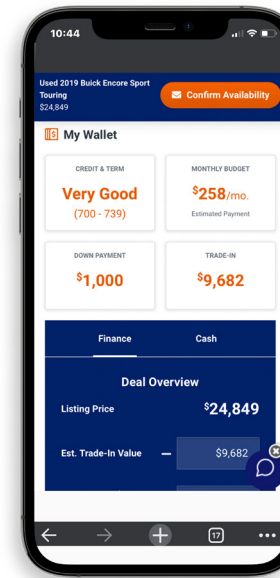
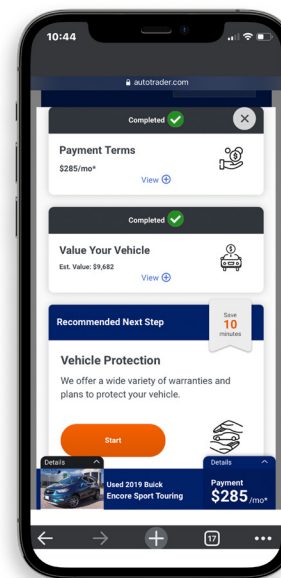
New guided deal flow

2 out of 3

shoppers want to complete more of the purchase process online.

80%

more likely to buy from dealership that lets them start/complete a purchase online.



*SOURCE: Cox Automotive Product Analytics. A study of 46 dealerships using Accelerate My Deal on their Autotrader and Kelley Blue Book Listings, from December 18, 2020 through March 18, 2021. Participants saw conversion rate increase from 4.13% to 5.43% during the study, resulting in an average of 16.7 deals submitted during that time period, versus an average of 8.9 deals submitted during the previous three-month period.

ADVANCED ADS KEEP YOU AT THE TOP OF SHOPPER'S MINDS

Increase reach and exposure with qualified audiences.

Advanced Ads are dynamic off-site display ads that target shoppers based on their Autotrader and KBB.com browsing history, allowing you to reach shoppers with your relevant inventory even when they're not on your website or VDP.

Offsite But Not Off Their Minds

- » Increase your reach and exposure with qualified audiences after they leave Autotrader
- » Reengage shoppers within a large network of sites, outside of Autotrader and KBB.com
- » Drive additional activity to Autotrader VDPs and your website

Take Control

Advanced Ads add-on has flexible options allowing you to:

- » Set your spend
- » Set your audience and DMA
- » Prioritize what inventory to display, with options ranging from Relevance (default) to Spotlights to Vehicle Score

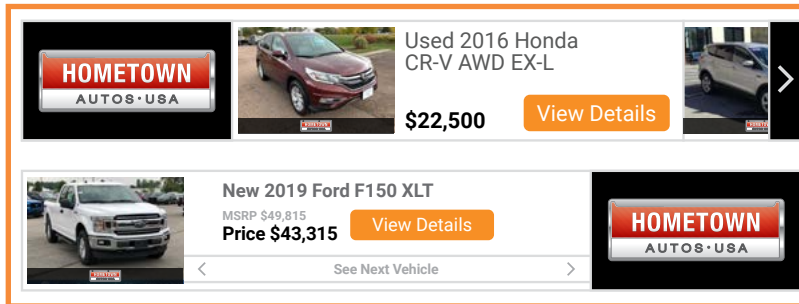


Contact Your Territory Sales Manager to add on Advanced Ads to any Listings package.

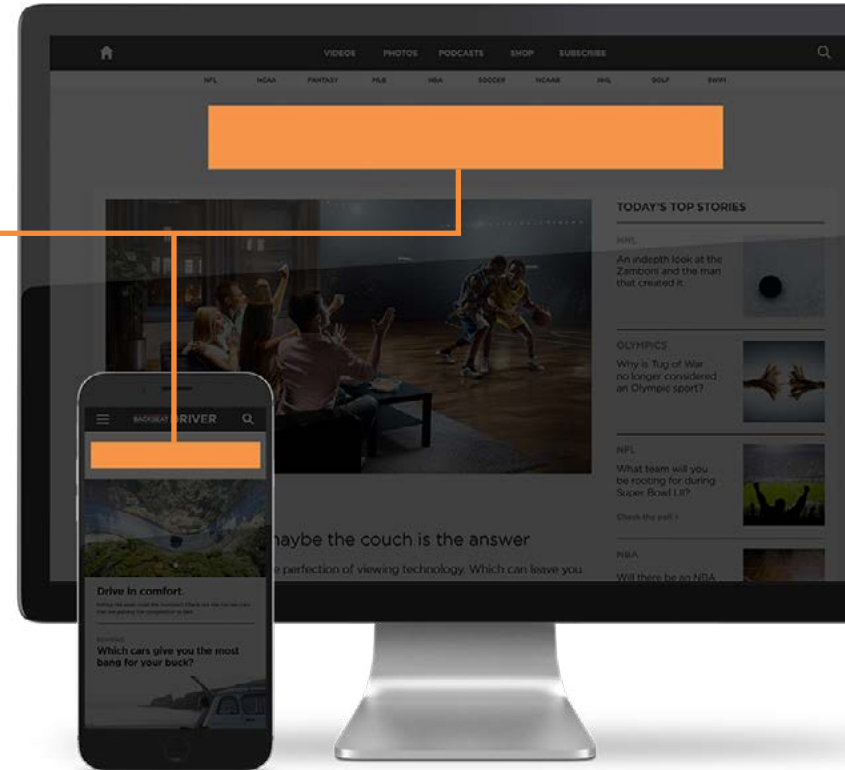


TARGET A MASSIVE AUDIENCE WITH TAILORED CONTENT

Showcase what shoppers are looking for with New & Used Car Advanced Ads, included in our Connect & Target listings package. This solution gives you increased inventory exposure across hundreds of websites.



The screenshot shows two car listings. The top listing is for a 'Used 2016 Honda CR-V AWD EX-L' with a price of '\$22,500' and a 'View Details' button. The bottom listing is for a 'New 2019 Ford F150 XLT' with an MSRP of '\$49,815' and a 'Price \$43,315', also featuring a 'View Details' button. Both listings include the 'HOMETOWN AUTOS·USA' logo. An orange box highlights these two listings, with lines extending to a tablet and smartphone on the right.



BENEFITS

- Advanced logic uses who's shopping AND what they are looking for to serve up the appropriate inventory.
- Provides increased inventory exposure across hundreds of websites.
- Drive shoppers to your website or your Autotrader VDP.
- Display your relevant inventory outside of Autotrader and KBB.com.
- Don't lift a finger — we'll set up your campaigns for you.

For more information,
[visit b2b.autotrader.com/digital-marketing-solutions/](https://b2b.autotrader.com/digital-marketing-solutions/)



ADVANCED ADS AND eLOT

Maximize your reach with the power of Advanced Ad and eLot

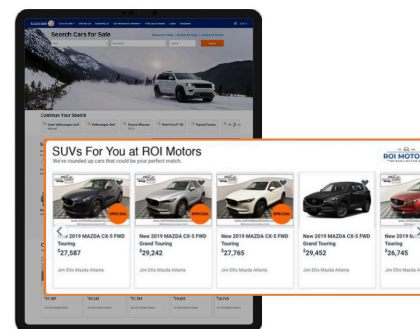
Advanced Ads (Add-On)

- » Off-site display product available as an add-on to any listings package.
- » Retarget highly-engaged shoppers from Autotrader and KBB.com across the Internet.
- » A variety of targeting options are available, including targeting outside your DMA.
- » Prioritize inventory based on your goals.
- » COMING SOON! Expansion into Facebook and Instagram.



eLOT

- » On-site, targeted inventory carousel display unit available as an add-on to any listings package.
- » Display your most relevant inventory to shoppers across Autotrader, the NEW Autotrader App and KBB.com based on browsing history.
- » Feature your inventory on Autotrader and KBB.com's homepage and pages beyond the SRP and VDP.



b2b.autotrader.com/dealer-marketing

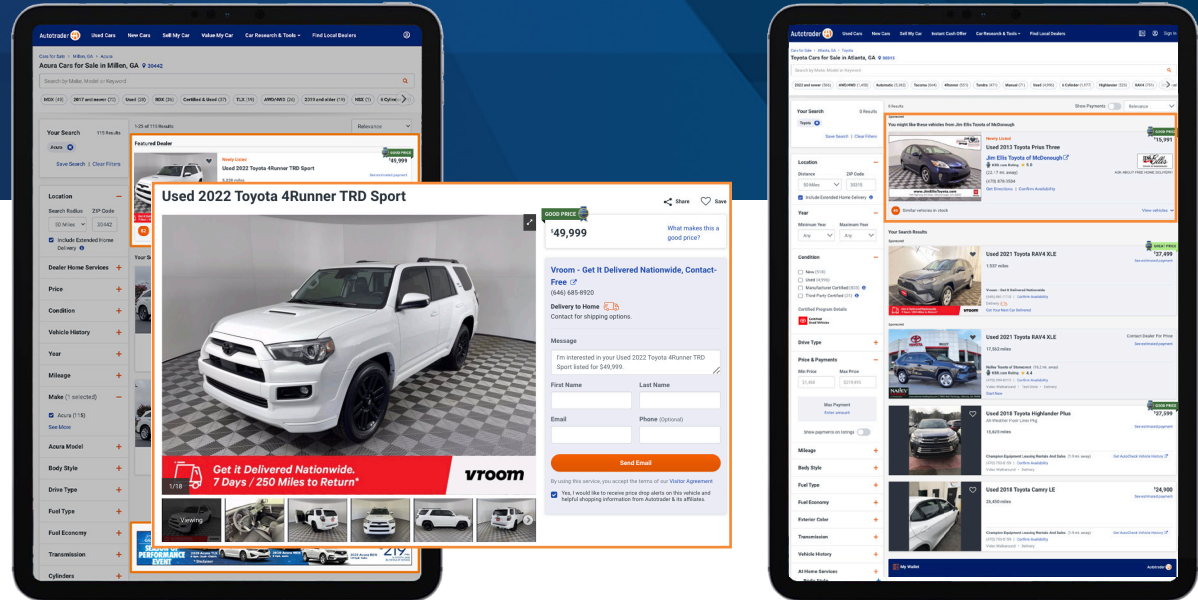
Reach out to your Territory Sales Manager to add Advanced Ads and eLot to your listings package today.

BE ON TOP WITH ALPHA ELITE

Get more deals done.

And be seen where online shoppers are searching

Now you can prominently showcase your relevant inventory and build brand awareness to shoppers on the search results page while driving traffic to your site and your listings across Autotrader and KBB.com.



The Evolution of Alpha Elite

» Seamless Experience

Alpha, from Autotrader and Elite from KBB.com have joined forces so you can be seen by more shoppers searching across both industry-leading sites.

» Updated Design

More focused on value event creation which includes Digital Retailing and Payments.

» Inline

The Super Spotlight has the best placement for improved engagement.

» More Relevancy

Now enhanced to serve up more relevant vehicle recommendations to shoppers that can lead to more clicks and more VDPs.

Contact your Territory Sales Manager about this powerful pairing and how to put it to work for shopper that are searching for your vehicles.



CONNECT WITH LOCAL SHOPPERS LOOKING TO BUY VEHICLES FROM HOME.

Extraordinary times demand extraordinary service. At Home Services helps you sell cars - and deliver them to your consumers – without a visit to your dealership.

During this climate, Autotrader is your partner in offering you merchandising tools to reach your customers in a safe and convenient way. These offerings provide participating Autotrader dealers the opportunity to highlight their home shopping services at no additional cost. If you support At Home Video Walkarounds, At Home Test Drives, At Home Paperwork, At Home Delivery or At Home Maintenance; these features will be shown on your inventory. Features such as filters on the SRP, presence in the lead form, and CTA buttons on the VDP, ensure that shoppers know you're ready to provide the convenience of a virtual shopping and buying experience.



// At Home Video Walkaround

Start the virtual sale with a personalized video chat allowing shoppers to ask questions and get a feel for the vehicle.



// At Home Test Drive*

Bring the car to the shopper with a no-obligation test drive at their location.



// At Home Paperwork**

Initiate the sales process online by allowing shoppers to make an offer, understand their payment details and begin the paperwork to finalize the deal.



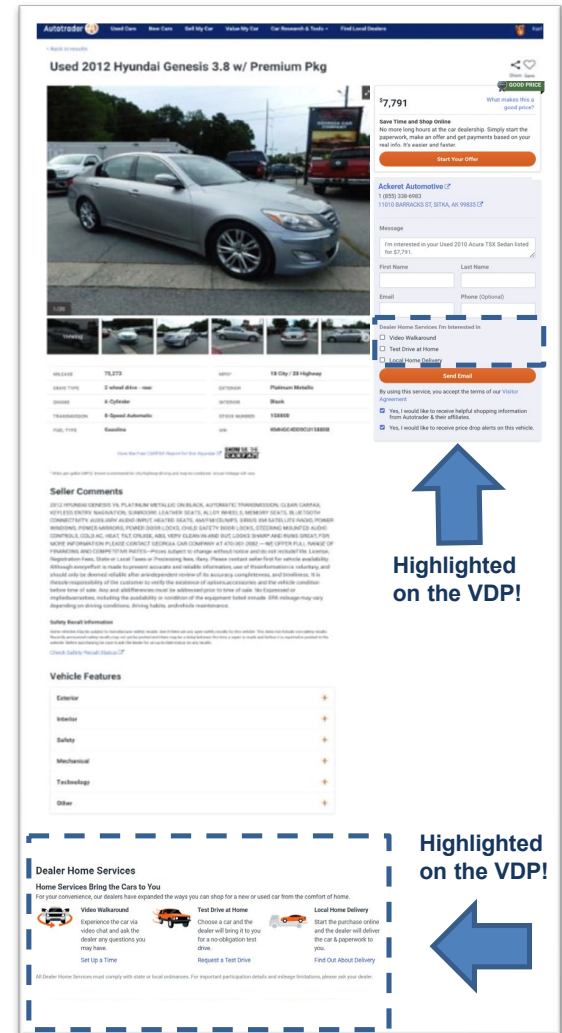
// At Home Delivery*

Provide the option to start a local shopper's purchase online and have the car delivered directly to their location to complete their purchase.



// At Home Maintenance

Let consumers know that you offer pick-up and drop-off for vehicle service and repair.



Highlighted on the VDP!

Highlighted on the VDP!



TAKE THE LEAD IN DIGITAL RETAILING.

Get more deals done.

What's in it for you? Higher closing ratios, more profit per car, more F&I products and lower cost per car sold.

Digital retailing isn't something you just turn on, so get prepared now, starting with our 4-part video series, "From Search to Sold: Your Guide to Digital Retailing." Here's what you'll learn:

 **Introduction to Digital Retailing**

The benefits of bringing the sales process online – from relationship building to supporting profitability goals.

 **Sell an Experience, Not a Price**

Buying a car is an emotional experience, not just a transactional one. Start building a relationship online that moves the customer to your dealership – right from your Autotrader VDP.

 **Set Expectations and Build Momentum**

Regardless of where the buyer is in their shopping process, give them a guided experience from your VDPs to your showroom floor to keep the deal moving.

 **Self-Penciling Drives Provides Options**

Most consumers are payment shoppers. Our self-penciling tool helps shoppers see how their financial information connects to payment or price, and gives you the ability to build the deal that works for their needs and close it.



¹Cox Automotive Product Analytics, Autotrader digital retailing Close Rate vs non-digital retailing leads as of September 2018; excludes active leads

Achieve faster, easier and more enjoyable sales with an all-new Autotrader. Watch now at b2b.autotrader.com/accelerate and watch now!



eLOT PUTS REACH AND RELEVANCE ON REPEAT:

Reach more shoppers with highly relevant inventory

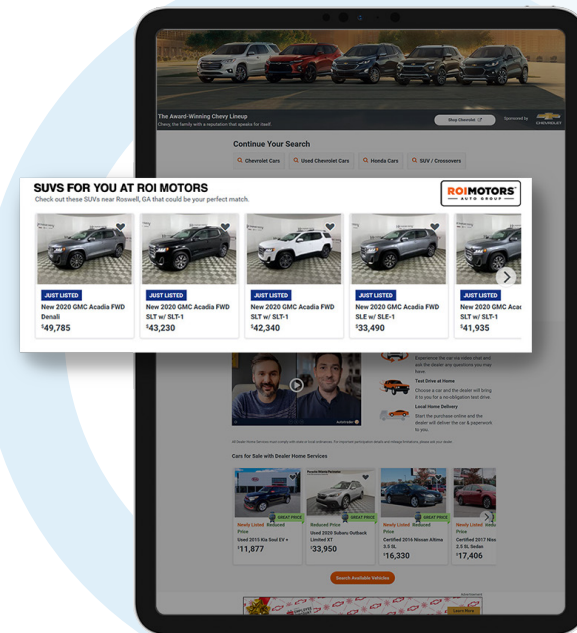
eLot, an inventory carousel display unit, features relevant vehicles based on shopper activity across Autotrader, KBB.com, and Dealer.com websites.

Their search drives more options

With prominent, dealer-exclusive carousel units available, as well as placement opportunities outside of the core search experience for even more effective reach, eLot drives increased advertising impact and exposure to the right shoppers across more pages.

What eLot can do for you

- » Highlight your vehicles across Autotrader, Autotrader's NEW App and KBB.com
- » Target real-time shoppers during their valuation process
- » Display your most relevant inventory during the shoppers journey
- » Increase your advertising impact and exposure outside of the SRP and VDP



eLot on the homepage
(single dealer)

Available as an add-on to any paid-listings package. Speak to your Territory Sales Manager about eLot today.



ANSWER EVERY LEAD WITH MANAGED CHAT AND TEXT.

Through a seamless integration, powered by ActivEngage, this service will answer chats and text messages on your behalf and deliver them directly to your CRM.

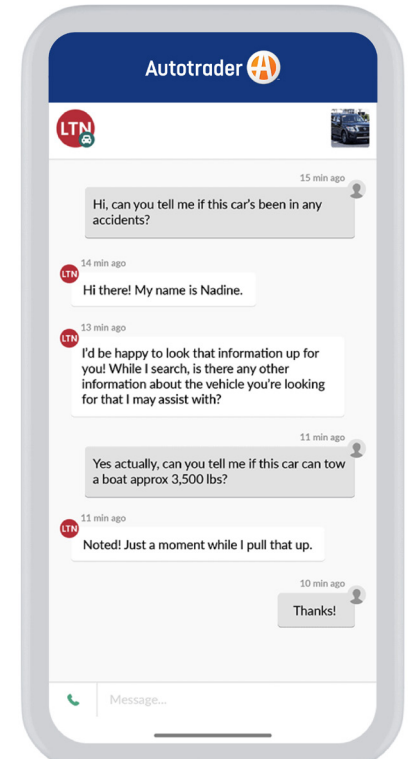
ActivEngage's quality conversations and engagement strategy has resulted in:



Choose The Option That Works Best Based On Your Needs:

- » Self-Managed Service - the best-in-class platform enables you to seamlessly monitor, respond and analyze your chat and text conversations.
- » Fully Managed (24/7) Service – All chats and texts are answered by specially trained agents available around the clock to help your customers find the cars of their dreams.

*ActivEngage reported data



Contact your Territory Success Manager to confirm your store's preferred option.



DEFINE YOUR GROWING SALES AREA

By listing your vehicles in outside markets, you can expand your sales area without leaving your lot and have complete control over the markets or distances where you want to compete.

Market Extension shows more lift:

Average per vehicle per market*

27.9%

more VDPs

41.9%

more Leads

29.5%

more Maps, Sitelinks,
and Prints



If you want to tap into new markets and see results like these, then Market Extension is right for you.



TURN LOW SEARCH RESULTS INTO HIGH SALES OPPORTUNITIES.

Market Extension Essential makes it possible.

Market Extension Essential gets your relevant inventory in front of shoppers in surrounding areas when their searches on Autotrader and KBB.com produce limited results.

More shoppers are within reach

By defining a radius around your store that you can deliver within, Market Extension Essential extends the reach of relevant inventory to shoppers outside of your existing sales footprint.

Smart and easy to implement

Adding on Market Extension Essential is smart and easy. With very little set up time you can be sure that you're seen when the see results are low.

Market Extension Essential impressions drive action and engagement

These stats prove that shoppers will engage with your Market Extension Essential inventory.



28%

more VDPs

27%

more Leads

34%

more Maps, Sitelinks,
and Prints

Increase your sales footprint with Market Extension Essential.
Contact your Territory Sales Manager today.



THE POWER OF MY WALLET.

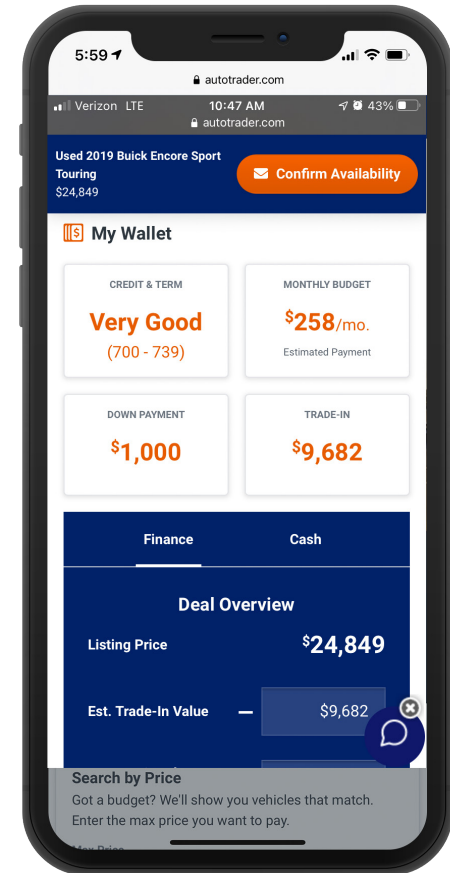
Personalized for every shopper and every deal.

My Wallet is a free shopper tool on every Autotrader listing and empowers shoppers to:

- » Opt-in to provide information that can generate personalized estimated payments
- » Get the financial guidance they want to help shop within their budget
- » Save information to their deal, making a more seamless path to purchase

My Wallet captures information and saves it directly to the deal saving you time.

My Wallet not only speeds up the rate at which you receive leads but also makes them much more qualified. And with a seamless integration with Accelerate My Deal your leads are that much closer to becoming a sale.



Reach out to your Territory Sales Manager to learn more about Accelerate My Deal tools.



INSIGHTS LEAD TO INSTANT ACTION WITH NVISION.

Introducing our revolutionary analytics platform.

Stay in-the-know the easy way with nVision.

- Access to this unrivaled platform is included with your Autotrader and Kelley Blue Book subscription.
- The visual dashboard reports online shopper behavior across websites, inventory and advertising campaigns throughout their car-buying journey.
- Leverage real-time data to optimize your digital marketing spend today for better performance tomorrow.
- Combine self-serve analytics with the experience and knowledge of your dealer success consultant for the best of both worlds.
- Maximize the impact of your Autotrader and Kelley Blue Book listings to meet your sales strategy and move inventory.

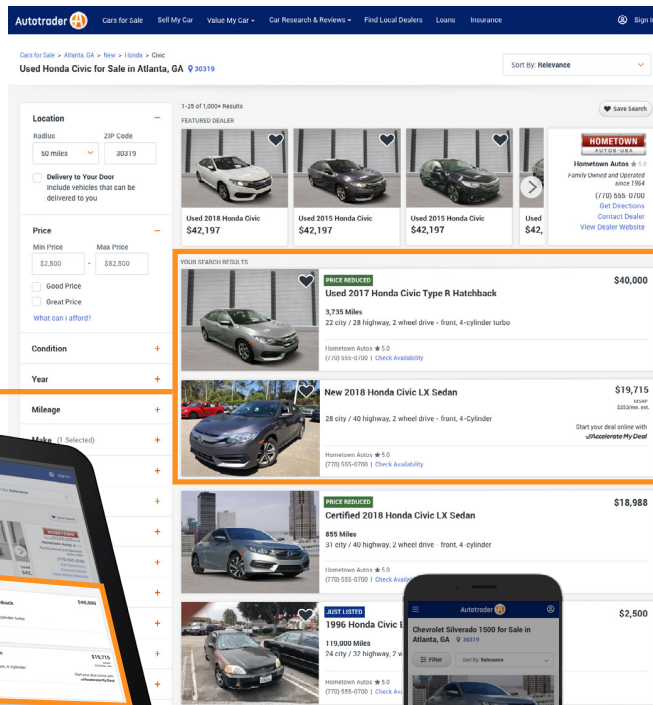


Visit b2b.autotrader.com/nVision and see how nVision turns insights into actions.



GET EXTRA EXPOSURE.

Pair Spotlight Ads with Autotrader's modernized listings, to extend your reach to a high-quality audience that converts into high-quality leads.



WHY SPOTLIGHT ADS?

// Click-through rate to the VDP increased **▲ 186%***

WHAT'S NEW?

// Distinguished placement opportunities at the top of the SRP, after the 5th organic listing, and after the 20th organic listing

// Shoppers can call or email you directly from your Spotlight ad

The site is constantly being enhanced. Click the image to check out the live SRP

Visit b2b.autotrader.com/digital-marketing-solutions/spotlights

*Autotrader Site Data, Oct. 2018 YOY



PROMOTE WHAT MAKES YOU STAND OUT FROM THE COMPETITION.

Drive brand awareness and engagement with display advertising throughout the car shopping process on Autotrader.

DO YOU NEED:

- » Creative promoting your dealership, OEM incentives, special events, or specific inventory?
- » Options including expandable display to include additional vehicle information, photo, video, or VDP link?

21%

increase in viewability

151%

increase in click-thru rate

NEW! Search Results Page anchor to follow shoppers as they scroll down the page.



CHEVROLET

#1 SILVERADO DEALER IN OHIO

300 SILVERADO'S IN STOCK

OPEN 24/7 AT

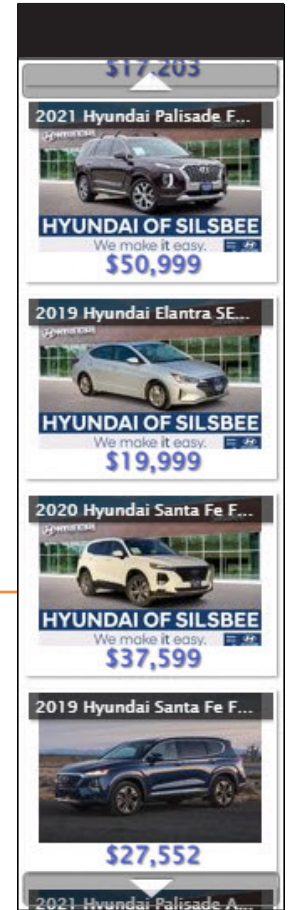
CLICK TO VIEW INVENTORY



If your marketing strategy focus is on brand awareness, promote what matters to drive shoppers to **YOUR WEBSITE.**



If your focus is on inventory exposure, drive them directly to the vehicle on Autotrader.



\$17,203

2021 Hyundai Palisade F...
HYUNDAI OF SILSBEE
We make it easy. **\$50,999**

2019 Hyundai Elantra SE...
HYUNDAI OF SILSBEE
We make it easy. **\$19,999**

2020 Hyundai Santa Fe F...
HYUNDAI OF SILSBEE
We make it easy. **\$37,599**

2019 Hyundai Santa Fe F...
\$27,552

2021 Hyundai Palisade A...


Serve up the right inventory at the right time with ads matching the shopper's search criteria – as they're shopping.




CORE PACKAGE.

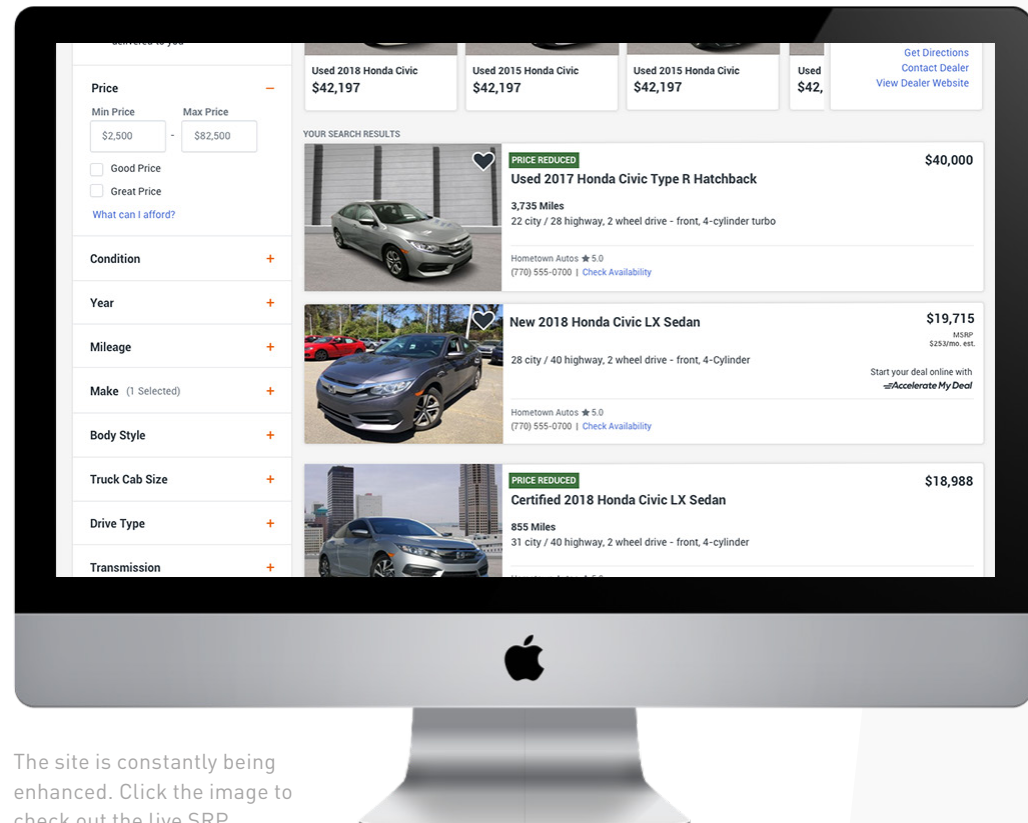
Providing high-quality leads and converting more search activity into sales opportunities.

AUTOTRADER USED CAR CLASSIFIEDS FEATURED PLACEMENT*

- //  KBB Used Car Classifieds
- // 40 Vehicle Images
- // Used Car Classifieds Features
- // Two 14-Day Platinum Spotlights
(displayed on Autotrader and KBB.com)

AUTOTRADER NEW CAR CLASSIFIEDS FEATURED PLACEMENT*

- //  KBB New Car Classifieds
- // New Car Classifieds Features



The site is constantly being enhanced. Click the image to check out the live SRP

For more information,
Visit b2b.autotrader.com/digital-marketing-solutions


*Dealers choose an amount of Any Make and/or Early Model vehicle types to display in Premium. Any remaining vehicles display in Featured.
**Dealers get 2 Spotlights + 1 Spotlight per 20 cars listed for each individual Make (e.g. 20 Fords & 30 Lincolns = 2+1 for Ford & 2+1 for Lincoln; round down.)




ADVANCED PACKAGE.

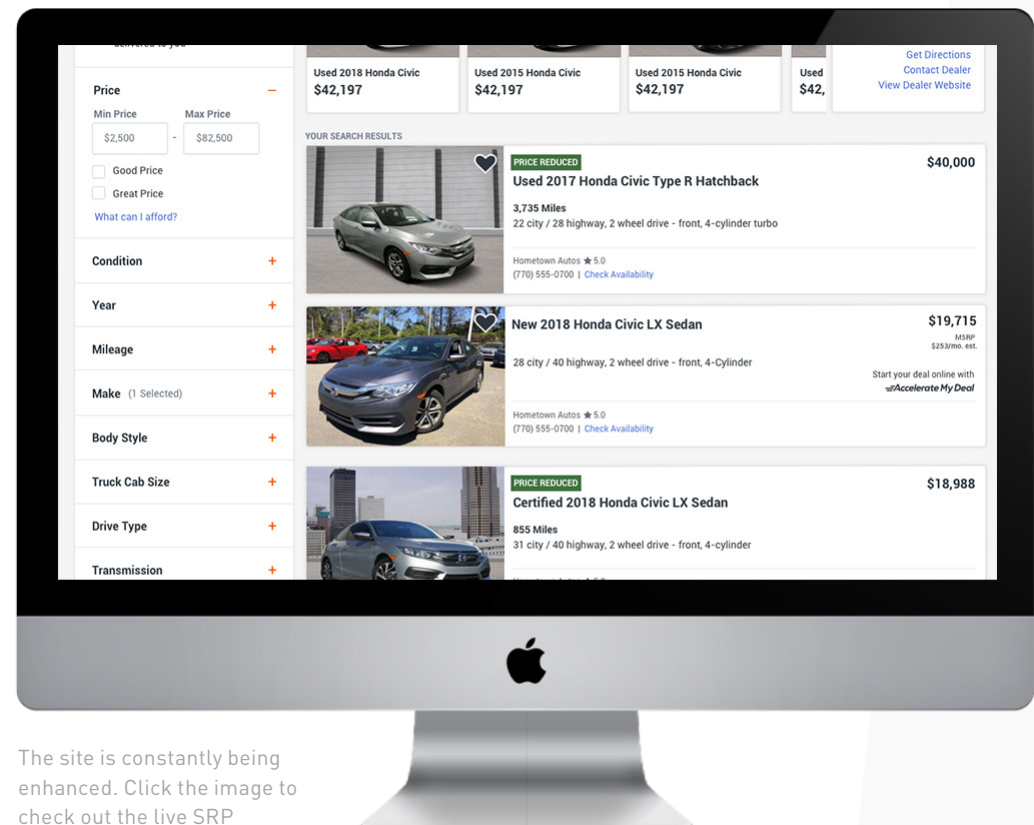
Driving high-quality leads and extra exposure for dealers, targeting content to high-potential buyers and increasing market prominence.

AUTOTRADER USED CAR CLASSIFIEDS PREMIUM PLACEMENT*

- //  KBB Used Car Classifieds
- // 99 Vehicle Images
- // Used Car Classifieds Features
- // Two 14-Day Platinum Spotlights
(displayed on Autotrader and KBB.com)

AUTOTRADER NEW CAR CLASSIFIEDS FEATURED PLACEMENT*

- //  KBB New Car Classifieds
- // New Car Classifieds Features



The site is constantly being enhanced. Click the image to check out the live SRP

*Dealers choose an amount of Any Make and/or Early Model vehicle types to display in Premium. Any remaining vehicles display in Featured.
 **Dealers get 2 Spotlights + 1 Spotlight per 20 cars listed for each individual Make (e.g. 20 Fords & 30 Lincolns = 2+1 for Ford & 2+1 for Lincoln; round down.)

For more information,
 Visit b2b.autotrader.com/digital-marketing-solutions



PREMIER PACKAGE.

Extending the reach of listings through exclusive tactics, maximizing content and targeting to earn more market share through dominant onsite and offsite exposure and value events.

AUTOTRADER USED CAR CLASSIFIEDS PREMIUM PLACEMENT*

//  KBB Used Car Classifieds

// 99 Vehicle Images

// Used Car Classifieds Features

// Two 14-Day Platinum Spotlights

(displayed on Autotrader and KBB.com)

+1 per 15 cars contracted, based on contacted total used car lot size

AUTOTRADER NEW CAR CLASSIFIEDS PREMIUM PLACEMENT*

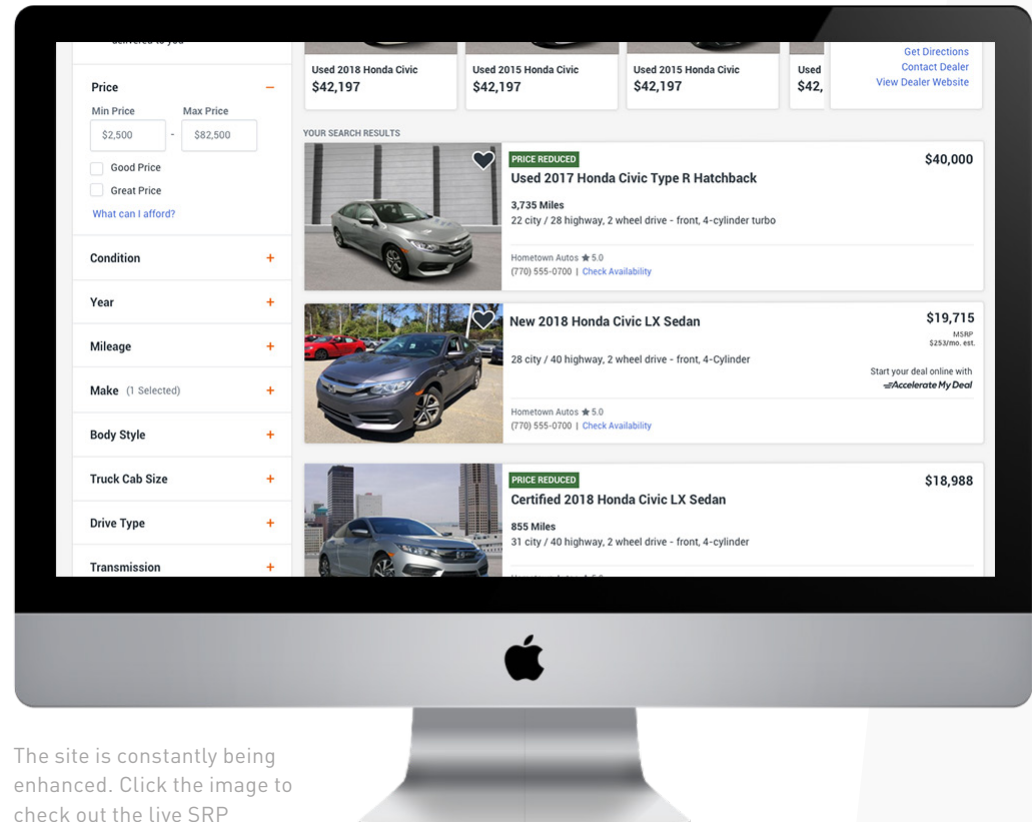
//  KBB New Car Classifieds

// New Car Classifieds Features

// Two 14-Day New Car Base Model Spotlights per purchased Make

(displayed on Autotrader and KBB.com)

+1 per 20 cars contracted per purchase make**



The site is constantly being enhanced. Click the image to check out the live SRP

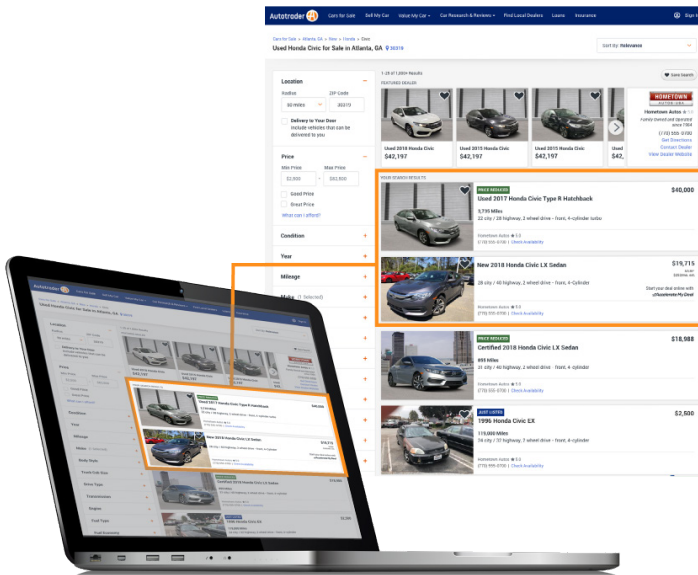
For more information,
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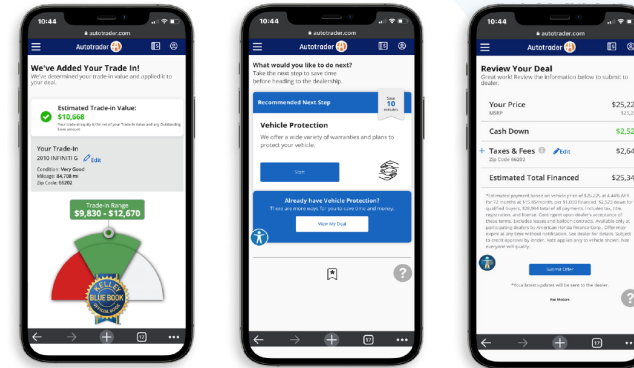
CONNECT PREMIER PLUS PACKAGE



MAXIMIZE EXPOSURE OF INVENTORY, DRIVE QUALIFIED TRAFFIC AND PROVIDE SHOPPERS WITH THE MOST COMPLETE ONLINE SHOPPING AND BUYING EXPERIENCE.

In addition to premium visibility through top tier placements, you can now:

- add additional Spotlights to tailor the level of exposure to meet the needs of your business
- become a true e-commerce player with Accelerate My Deal
- Build shopper confidence to expedite path to purchase with KBB Price Advisor
- Know where shoppers are in their journey to prioritize leads and tailor your outreach for an efficient data-driven strategy with Vehicle Listings Buying Signals (optional add-on)



Premier Plus Package

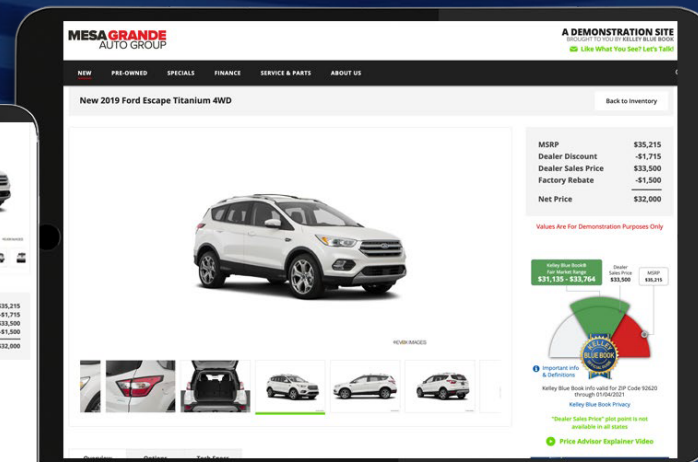
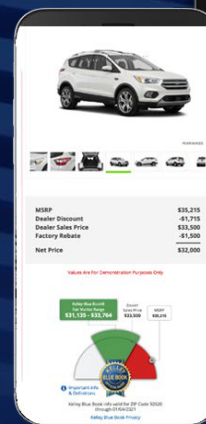
- Autotrader Used Car Classifieds Premium Placement
- KBB Used Car Classifieds
- 99 Vehicle Images
- Leaderboards
- 2 14-day Platinum Spotlights with option to add unlimited Spotlights
- New Car Premium Placement
- Accelerate My Deal
- KBB Price Advisor
- Autotrader™ and Kelley Blue Book™ Vehicle Listings Buying Signals (optional add-on)

This is for dealers looking to drive online leads and allow customers the flexibility to start their deal online.



Price Advisor

Increase customer trust, set realistic expectations and **TAKES THE HASSLE OUT OF PRICING CONVERSATIONS**



Integrating Kelley Blue Book® Price Advisor onto your website's Vehicle Detail Pages enables you to:

- Align your dealership with Kelley Blue Book the #1 most trusted third-party automotive brand.¹
- Drive consumer confidence in getting a fair deal through a trusted and transparent vehicle price range.
- Deliver consistent, reliable, predictive and market-reflective valuations.
- Create a one-stop shopping experience for your website with the objective, comprehensive information consumers need to move forward confidently in the buying process.

Take the power of Kelley Blue Book to the next level. As a Price Advisor Participating Dealer, you can:

- Enable Kelley Blue Book's "Good Price" "Great Price" badging on your website's used car SRPs and VDPs.²
- Leverage the Kelley Blue Book brand within your marketing materials, including website assets, logos and trademarks, print and digital advertising.

For more information, visit:
b2b.KBB.com/price-advisor

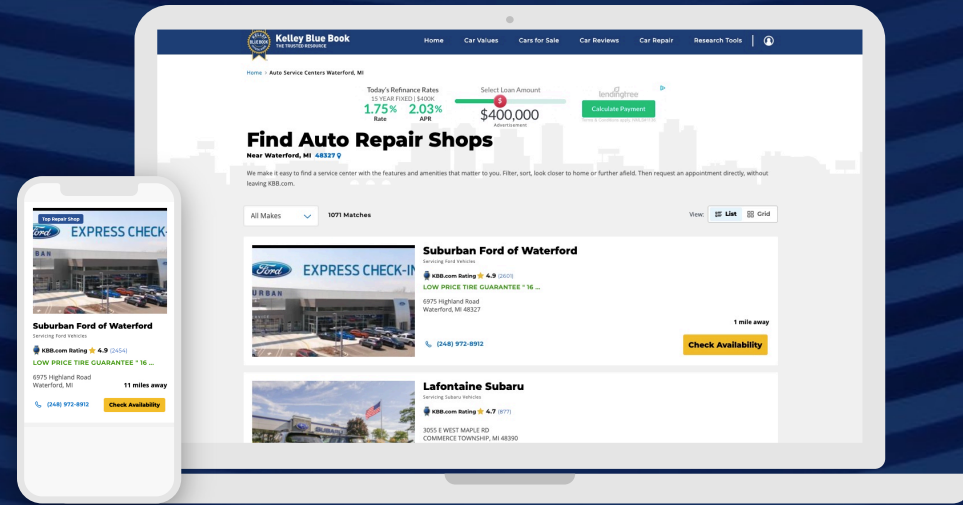
¹Q3 2020 Cox Automotive Consumer Brand Tracker Study , ²Subject to OEM compliance rules



FEATURED

Auto Repair Center

FEATURE YOUR SERVICE CENTER ON KBB.COM



Kelley Blue Book® Featured Auto Repair Center gets your dealership in front of service shoppers searching for auto repair centers on KBB.com

Advertising your service center on KBB.com gives your dealership the added exposure it needs to:

- Drive fixed operations revenue growth and market share potential through exposure to consumers seeking service and repair guidance on KBB.com.
- Capture service appointments from service-ready consumers looking to schedule maintenance and repairs with dealerships featured on KBB.com.
- Expand service retention opportunities while acquiring new customers.
- Build consumer confidence and trust through association with the #1 most trusted third-party automotive brand, Kelley Blue Book.¹

Featured Auto Repair Center's integration with Xtime Schedule and CRM platforms allows you to choose how you capture service appointments through KBB.com.

For more information, visit b2b.kbb.com/service

Capture your share of KBB.com's monthly service and repair activity, including:

2M

consumers visiting KBB.com's Service & Repair pages²

64%

of service customers from KBB.com are new to participating dealers³

33K

Dealer card engagements with the option to book service online or by phone²

324K

VIN and license plate checks for open recalls²

¹2020 Cox Automotive Car Buyer Journey Study, ² KBB.com Adobe Analytics Data, Average June – Dec. '21, ³Xtime Product Analytics Data June '20 – Dec. '21

KELLEY BLUE BOOK INSTANT CASH OFFER

MAXIMIZE YOUR PROFITABILITY

ACQUIRE THE INVENTORY YOU NEED FOR LESS:

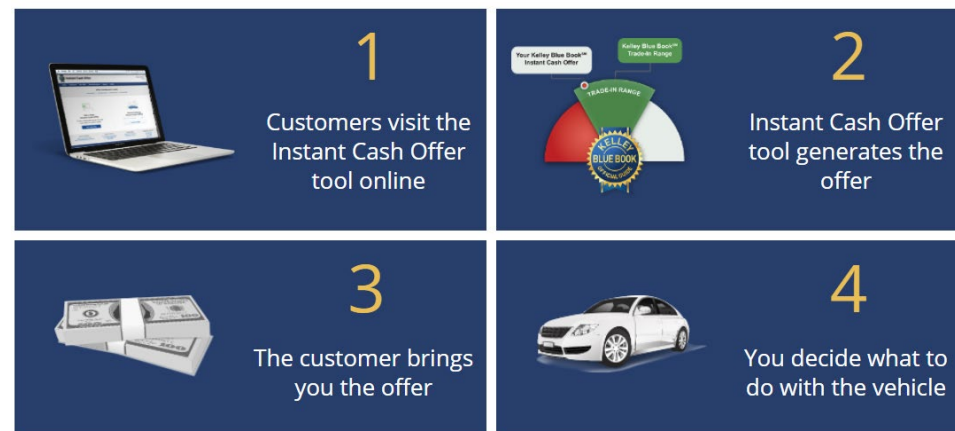
- Reach transaction-ready customers from KBB.com, Autotrader and your website
- Improve your vehicle win rate by building trust through transparency
- Acquire more vehicles while saving on typical acquisition costs
- Decrease your cost to market through sourcing local, in-demand inventory directly from consumers
- Decide what to do with the vehicle via retail, wholesale or Instant Cash Offer guarantee

DELIVER A BETTER CONSUMER EXPERIENCE:

- Leverage the power of Kelley Blue Book, the #1 most trusted third-party automotive brand¹
- Take the friction out of the car buying process by offering a transparent, trusted experience that allows shoppers to move forward confidently through the car buying journey

MAXIMIZE YOUR SUCCESS:

- Maximize your ROI with dedicated Performance Management and Implementation teams
- Manage offers in the showroom and on the lot with our fully responsive Dealer Admin Tool
- Leverage your association with the trusted Kelley Blue Book brand with full access to online and in-showroom marketing assets
- Buying Signals featuring consumer insights will help you streamline workflows and increase productivity



For more information, visit b2b.KBB.com/ico

1 - 2020 Cox Automotive Car Buyer Journey Study; 2 - Instant Cash Offer Data September 2019-August 2020; 3 - 2020 Cox Automotive Car Buyer Journey Study

AUTOTRADER® AND KELLEY BLUE BOOK® VEHICLE LISTING BUYING SIGNALS

Stronger leads, faster sales

Selling more cars starts with knowing where your shoppers are in their buying journey. Access invaluable insights that reveal everything from preferred make/model, desired body style, and even the car they are likely to trade.

You'll have the power to prioritize who you connect with and have the targeted approach that translates to a faster, more qualified sale.

Customers' Purchasing Timelines

READY TO BUY



more likely to purchase in the next 30 days than shoppers where the market level is inconclusive.*

ACTIVELY SHOPPING



more likely to purchase.*

CASUALLY BROWSING



more likely to purchase.*

With 82% of leads containing Autotrader® and Kelley Blue Book® Vehicle Listing Buying Signals, your staff can reach out before they go to a competitor. Beat the competition to the sale.

*Buying Signals predictions validated against VinSolutions CRM sales records: July 2021 – Sept 2021

REACH MORE NEW, USED & CPO CAR SHOPPERS ONLINE

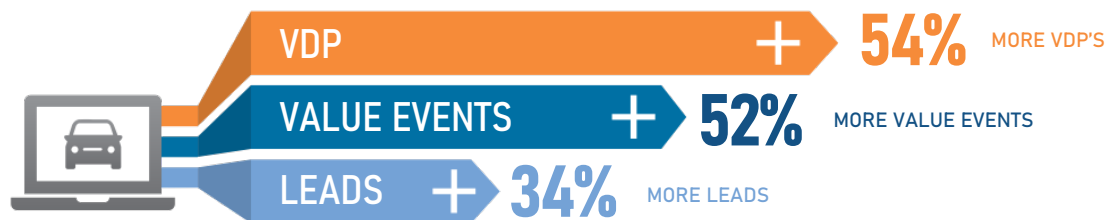
while preserving your cash flow.

We make it easy, and BMW reimburses up to half the bill.

With BMW New & CPO Co-op Solutions, graphics update automatically and we handle submissions for reimbursement with BMW.

#1 most-searched New Car brand and
#2 most-searched CPO brand on Autotrader.¹

Dealers with an OEM Co-Op Solution see 52% more VDPs, 54% more Value Events and 34% more leads over dealers who do not have one.²



¹Cox Automotive Sales Analytics Site Metrics, Jan-May 2021
²Product Analytics - Co-op Performance Metrics, Jan-May 2021



NEW, USED & CPO

✓ Available Listing Solutions

- Co-Op Connect Core
- Co-Op Connect Advanced
- Co-Op Connect Premier
- Co-Op Connect Premier Plus
- Co-Op Connect Premier Platinum

✓ Available Add-on Solutions

- Accelerate My Deal
- Skyscraper



For more information, contact
your Territory Sales Manager.

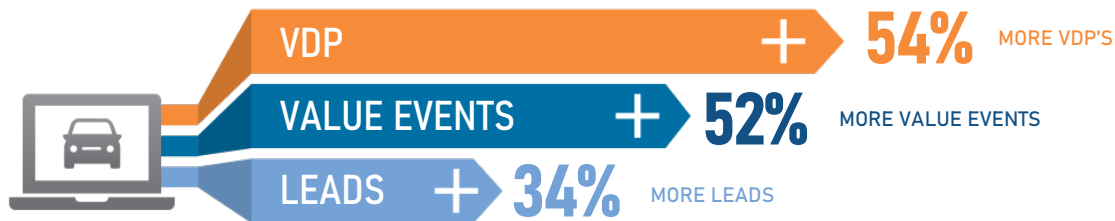
REACH MORE NEW, USED & CPO CAR SHOPPERS ONLINE

while preserving your cash flow.

We make it easy, and Ford reimburses up to half the bill.

With Ford New & CPO Co-op Solutions, graphics update automatically and we handle submissions for reimbursement with Ford.

Dealers with an OEM Co-Op Solution see 52% more VDPs, 54% more Value Events and 34% more leads over dealers who do not have one.



2Product Analytics – Co-op Performance Metrics, Jan–May 2021



NEW, USED & CPO

Available Listing Solutions

- Co-Op Connect Core
- Co-Op Connect Advanced
- Co-Op Connect Premier
- Co-Op Connect Premier Plus
- Co-Op Connect Premier Platinum

Available Add-on Solutions

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- Skyscraper



For more information, contact your Territory Sales Manager.

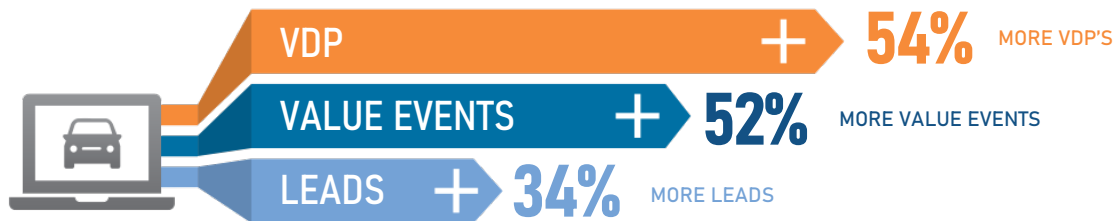
REACH MORE NEW, USED & CPO CAR SHOPPERS ONLINE

while preserving your cash flow.

We make it easy, and GM reimburses up to half the bill.

With GM New & CPO Co-op Solutions, graphics update automatically and we handle submissions for reimbursement with GM.

Dealers with an OEM Co-Op Solution see 52% more VDPs, 54% more Value Events and 34% more leads over dealers who do not have one.



2Product Analytics – Co-op Performance Metrics, Jan–May 2021



NEW, USED & CPO

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For more information, contact your Territory Sales Manager.

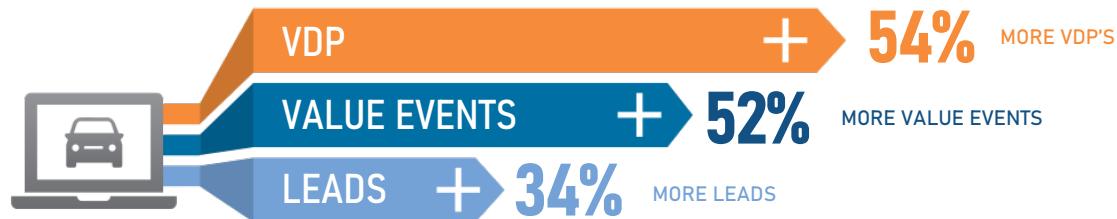
REACH MORE NEW, USED & CPO CAR SHOPPERS ONLINE

while preserving your cash flow.

We make it easy, and MINI reimburses up to half the bill.

With MINI New & CPO Co-op Solutions, graphics update automatically and we handle submissions for reimbursement with GM.

Dealers with an OEM Co-Op Solution see 52% more VDPs, 54% more Value Events and 34% more leads over dealers who do not have one.



2Product Analytics – Co-op Performance Metrics, Jan–May 2021



Available Listing Solutions

- Co-Op Connect Core
- Co-Op Connect Advanced
- Co-Op Connect Premier
- Co-Op Connect Premier Plus
- Co-Op Connect Premier Platinum

Available Add-on Solutions

- Accelerate My Deal
- Skyscraper



For more information, contact your Territory Sales Manager.

Product

Delivery Time

Accelerate My Deal	5 Days
Advanced Ads	5 Days
Alpha Elite	
At Home Services	
eLot	
KBB Price Advisor	
KBB Showcase	
Managed Chat and Text	
Market Extension	
Market Extension Essential	
nVision	
Skyscraper	
Spotlight Ads	
Listing Solutions: Connect Core Package	
Listing Solutions: Connect Advanced Package	
Listing Solutions: Connect Premier Package	
Listing Solutions: Connect & Target Package	
Co-Op:	
BMW New Car Solutions	
BMW CPO Car Solutions	
Ford New Car Solutions	
MINI New Car Solutions	
MINI CPO Car Solutions	
GM Connect Co-Op Solutions	



CLOSE MORE NEW-CAR SALES

During the New Car Custom Order pilot on Autotrader and KBB.com.

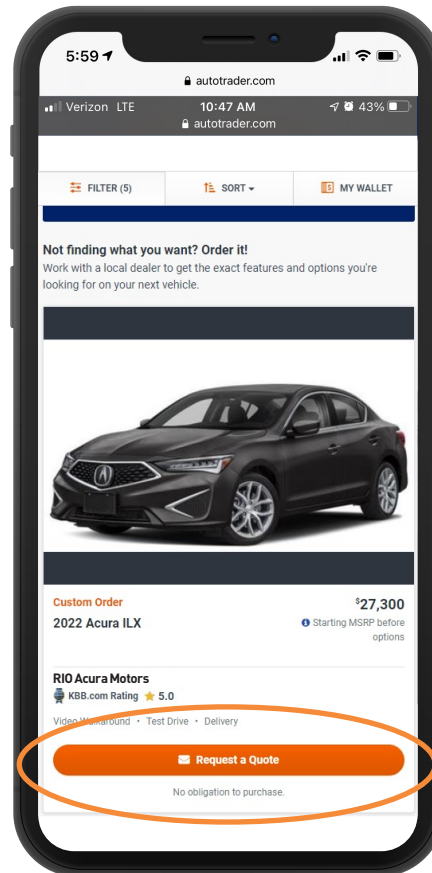
During this pilot, franchise dealers can now capture new-car leads from shoppers interested in custom ordering directly from their dealership—straight from the search results page on Autotrader and KBB.com beginning March 3, 2022.

New Car Custom Order will be applied to new car premium dealers plus dealers who purchase the following packages:

- » Connect Premier
- » Connect Premier Plus
- » Connect Premier Platinum
- » Connect & Target

56%

of consumers are interested in custom ordering from dealers on Autotrader*



Request a Quote

Message Edit

I would like to request a quote for a 2022 Acura ILX with these specified features. Please contact me with pricing and available options on this vehicle.

First Name Last Name

Email Phone (Optional)

Include My Wallet Information ⓘ

At Home Services I'm Interested In

Video Walkaround

Test Drive

Delivery

Vehicle Details and Options

• Leather Seats • Sunroof

Send Email

By using this service, you accept the terms of our Visitor Agreement

Reach out to your Territory Sales Manager to learn more about the New Car Custom Order Pilot.

*Source: 2021 Cox Automotive consumer survey.

- [Accelerate My Deal Prospect](#)
Download Here
- [Advanced Ads Add-on](#)
Download Here
- [Advanced Ads \(Connect & Target\)](#)
Download Here
- [Advanced Ads and eLot](#)
Download Here
- [Alpha Elite](#)
Download Here
- [At Home Service](#)
Download Here
- [Digital Retailing](#)
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