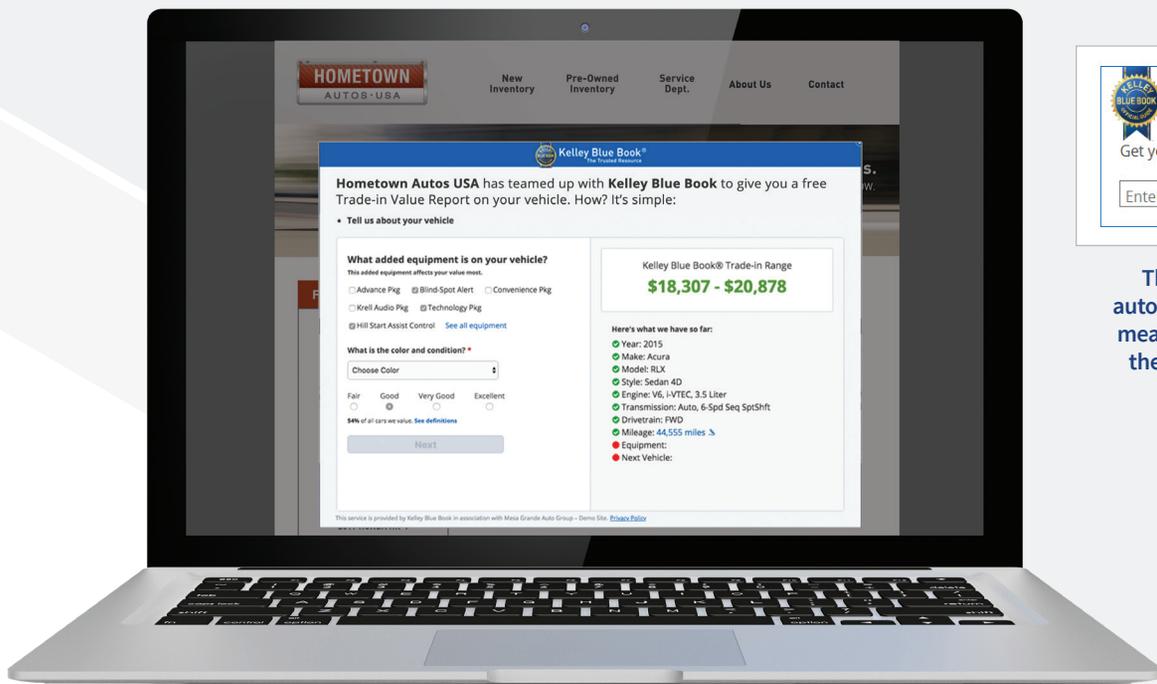




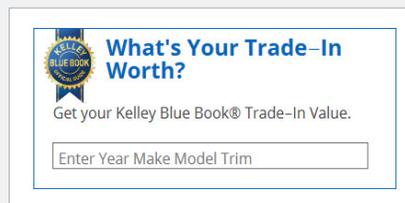
# TRADE-IN ADVISOR

Convert leads on your website. Fast.

Trade-In Advisor's sleek, easy-to-use interface creates an experience that keeps shoppers engaged while capturing leads from in-market shoppers as they explore trade-in values and trade-in ranges without leaving your site.



Predictive experience generates trade-in values faster and drives more lead opportunities.



The most trusted third-party automotive brand on your website means shoppers can be confident they'll get a fair trade-in value.<sup>1</sup>



Kelley Blue Book values are fresh, local and reflective of your market.

## ADDITIONAL BENEFITS

White glove installation on your existing website.  
Seamless integration with Kelley Blue Book Instant Cash Offer.

FOR MORE INFORMATION, CONTACT YOUR COX AUTOMOTIVE BUSINESS DEVELOPMENT CONSULTANT OR VISIT [B2B.KBB.COM/TRADE-IN-ADVISOR](http://B2B.KBB.COM/TRADE-IN-ADVISOR)