



Kelley Blue Book

PRICE ADVISOR

Report

88 years of trust in an instant.

Today's car shoppers won't buy until they're confident in their deal. And they don't feel confident until they consult the source they trust, Kelley Blue Book.

Now, you can bring that trust directly to your used and new vehicle listings with the Kelley Blue Book® Price Advisor Report, available from vAuto Genius Labs.

Earn more confidence. Close more deals.

In a single click, the Kelley Blue Book Price Advisor Report tells shoppers not only where your asking price falls in the Fair Market Range, but every relevant detail that affects its value. On any web-enabled device, the report instantly displays specific insights into the vehicle, the deal and your dealership—so shoppers know exactly how and why it earned its price point.

The Kelley Blue Book Price Advisor Report makes it easy to:

- List vehicle options, model reviews, available warranties and more.
- Pull vehicle history reports from CARFAX® and AutoCheck®.
- Share your dealership's customer reviews, available services and upcoming events.
- Give your customers more confidence in your deal and your dealership.

Demo the Kelley Blue Book Price Advisor Report today.

vAuto.com/trust
888-450-4299

The screenshot displays the Kelley Blue Book Price Advisor Report for a 2011 Ford Fusion SEL Sedan 4D. The report is presented on a tablet interface with a blue header and navigation tabs for summary, pricing, vehicle, model, dealership, and contact. The main content area is divided into several sections:

- Vehicle Details:** Shows the vehicle's odometer at 10,052 miles, VIN 3FAHP0CG5BR232612, and stock number STK232612. It includes various ratings and badges: 9.0/1.0 from 336 KBB.com Consumer Reviews, 7.1/1.0 from KBB.com Expert Rating, CARFAX® Clean Title, 2 CARFAX® Reports 2 Owners, Smith Certified Pre-Owned, New Tires, Recent Oil Change, Vehicle Detailed, and NHTSA Crash Tested.
- Dealership Information:** Lists Smith Ford at 1313 Mockingbird Lane, Mockingbird, California 91608, with phone (818) 555-1234. It features ratings from DealerRater (4.9/5), Google (4.7/5), and Yelp (5.0/5).
- Price Analysis:** Shows the dealer price at \$19,795, which is priced below the Kelley Blue Book® Suggested Retail price of \$22,170 and within the Fair Market Range.
- Vehicle Value Insights:** Lists potential positive factors such as no accidents reported, clean title, low mileage, and high demand in the dealer area. It also notes a potential negative factor: multiple owners reported in the CARFAX® report.
- Vehicle Information:** A table at the bottom provides key details (VIN, Stock Number, Odometer, Color, Body Style) and options (Navigation System, Moon Roof, Backup Camera, Luxury Pkg).



vAuto provides innovative technology, tools and business intelligence to thousands of dealerships across the United States and Canada, helping them compete more effectively and increase sales volumes and profits. Founded in 2005, vAuto revolutionized dealers' used vehicle operations with the groundbreaking Provision® Suite tools. Leveraging the Velocity Method of Management® that was pioneered by vAuto's visionary founder, Dale Pollak, the Provision Suite guides used vehicle acquisition, appraisal, pricing, merchandising and more, based on real-time, local market supply and demand data. In 2013, vAuto combined the Velocity philosophy with the power of incentive management to create the Conquest™ new vehicle inventory management and pricing tool. In addition, vAuto Genius Labs provides smart, simple and stand-alone solutions, including AuctionGenius®. Headquartered near Chicago, vAuto is wholly owned by Cox Automotive, which also includes the Manheim Auctions, AutoTrader.com®, Kelley Blue Book®, Xtime®, VinSolutions®, Haystak® Digital Marketing and HomeNet Automotive® brands. For more information, visit vAuto.com

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