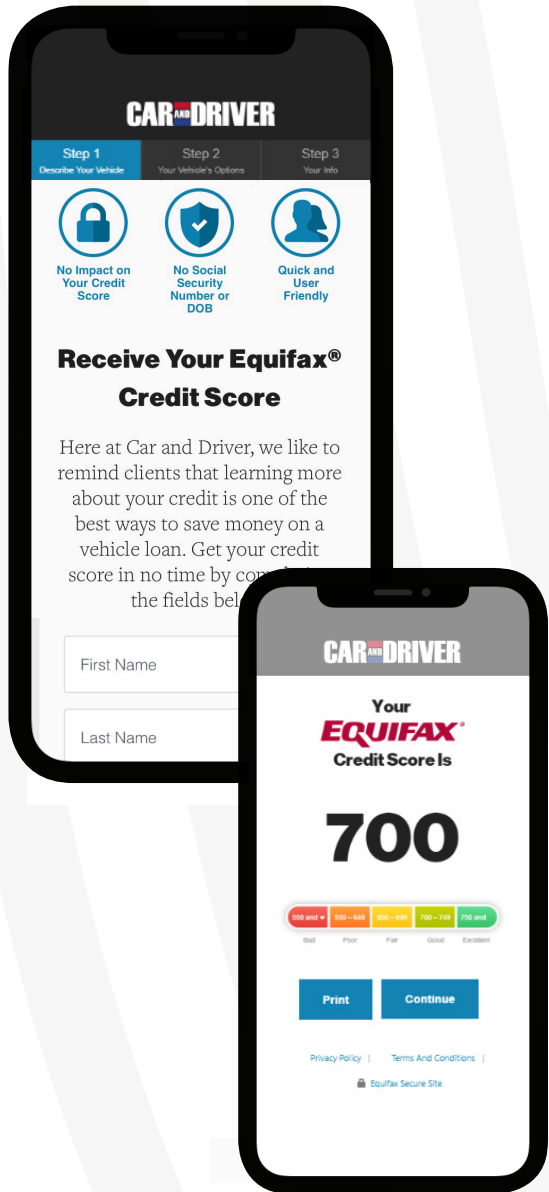


CAR AND DRIVER CREDIT SCORE TOOLS

POWERED BY
EQUIFAX

Engage and convert your website traffic with this shopping tool from the automotive brand most trusted by consumers...Car and Driver.



FEATURES

- + Generate high quality leads
- + Consumers receive their actual credit score — you receive their contact info and vehicle of interest
- + Credit score provided via soft pull — no DOB or SSN required
- + Ultimate user experience in a single screen

26%

OF SHOPPERS WHO USE
CREDIT SCORE PURCHASE
A CAR WITHIN 30 DAYS¹

58%

OF SHOPPERS WHO RECEIVED
A CREDIT SCORE VISITED A
DEALER WITHIN 7 DAYS²

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FOR MORE INFORMATION:

866.452.1400 | dealersupport@hearstautos.com

¹ - Source: 2016 Equifax And Car And Driver Credit Tool Analytics
² - 2017 Car and Driver Audience Survey

