



**Instant Cash Offer**

STELLANTIS

# The best way to win the inventory you need



Acquire in-demand inventory directly from your customers with Kelley Blue Book® Instant Cash Offer. Connect with customers ready to sell or trade in their vehicles and drive away in new ones from your inventory.

## A digital experience that works with your Stellantis tools

Use the following capabilities to build up customer loyalty and find more acquisition opportunities from your website, showroom and service lanes.



# #1

Kelley Blue Book® is the **#1 most trusted** third-party automotive brand.<sup>1</sup>

# 3.2%

Kelley Blue Book® Instant Cash Offer dealers average a **3.2% lower cost to market** on vehicles acquired directly from consumers.<sup>2</sup>

# 75%

**75% of consumers** who trade in their vehicles use Kelley Blue Book® tools during their shopping process.<sup>1</sup>

## Expert Appraisal includes:

- ✓ Source inventory from your website, showroom and service lanes
- ✓ Access to the Instant Cash Offer Appraisal Tool
- ✓ Digital Retailing and Service Drive Integrations
- ✓ Digital services, marketing, training and Performance Management support
- ✓ Appointment requests and sight unseen appraisals
- ✓ Guaranteed buyback for vehicles you don't want to retail or wholesale

<sup>1</sup>2023 Cox Automotive Car Buyer Journey Study, Cox Automotive

<sup>2</sup>Average ICO Margin percentage vs. non-ICO Margin percentage across all dealers with vAuto inventory from Oct 2022-Sept 2023

To enroll, visit your digital portal:  
[www.stellantisdigitalcertified.com/TradeIn](http://www.stellantisdigitalcertified.com/TradeIn)

