



**Kelley Blue Book**

**STELLANTIS**

# The best way to win the inventory you need



Acquire in-demand inventory directly from your customers with Kelley Blue Book®. 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>

# 75%

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

### LeadDriver™ includes:

- ✓ Capture leads from customers shopping on your website
- ✓ Configurable lead form that gives you customer details
- ✓ Price Advisor to show range-based values
- ✓ Onboarding and Performance Management support
- ✓ Unlimited monthly lead plan

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

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

