

# Kelley Blue Book® Instant Cash Offer



Kelley Blue Book® Instant Cash Offer builds your used-vehicle inventory

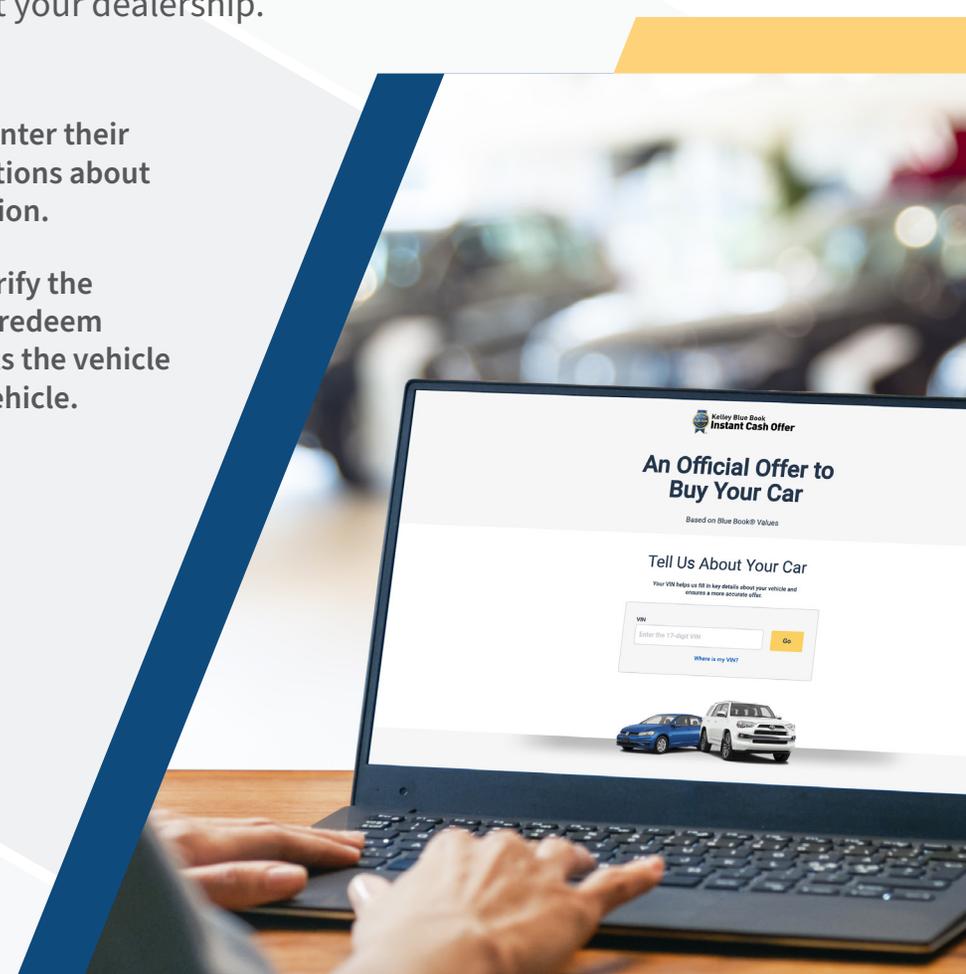
The Kelley Blue Book® Instant Cash Offer is now available to Canadian dealers. It generates offers for consumer vehicles that can be redeemed at your dealership.

## How It Works

- 1** The Instant Cash Offer tool can be integrated on your dealership website.
- 2** Transaction-ready customers enter their vehicle's VIN, and answer questions about the vehicle features and condition.
- 3** Customers get an Instant Cash Offer, that's good for seven days.
- 4** The customer comes in, you verify the information about the vehicle, redeem the offer, and the customer sells the vehicle or applies it to a new or used vehicle.

## The Benefits

- Lower acquisition costs and more inventory
- The Kelley Blue Book® Instant Cash Offer dealer tool gives you dashboard access, where you can generate an offer from the dealer administration tool
- Track your vehicles, manage your walk-ins, and track your offers through the online tool
- A better consumer experience by removing the friction of the amount with a Kelley Blue Book® Instant Cash Offer



## Convenient for You and Your Customer

Once you have the vehicle, you have seven days to decide whether to resell it on your lot, or sell it to Manheim Canada for the full offer amount. You choose!

Kelley Blue Book® Instant Cash Offer can help you reduce your inventory acquisition costs, and reduce time spent on price negotiation. It's easy to sign up and puts your dealership directly in front of customers looking to buy, sell, or trade.

Car shopping has gone digital, and customers want to do as much as possible from the comfort of their homes. Kelley Blue Book® Instant Cash Offer puts them in the driver's seat, and then brings them straight to your door. It could be the most important digital tool your dealership can have.



Customers come straight to you



Track your offers and vehicles



You can keep the vehicle or sell it to Manheim



Eliminate on-site price negotiations



Consumer-Friendly Online Tool



Be among the first in Canada to offer Kelley Blue Book® Instant Cash Offer

For more information, please contact  
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