

# Kelley Blue Book Rolls-Out Values, LeadDriver, CDM Dealer Services to AutoNation Dealers

**Kelley Blue Book Further Strengthens Long-Standing Relationship with AutoNation**

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Kelley Blue Book (<http://www.kbb.com/>), the leading provider of new- and used-vehicle information, continues to strengthen its long-standing relationship with AutoNation by implementing a suite of products and services to dealers of the largest automotive retailer in the United States. Kelley Blue Book has been working with AutoNation to roll-out CDM Dealer Services throughout the dealer group, LeadDriver trade-in valuation tool, and its consumer trusted Kelley Blue Book® Suggested Retail Values both on the Web and on the lot.

Early this year, AutoNation completed the roll-out of CDM Dealer Services. Professional employees of CDM Dealer Services visit dealership lots several times a week to handle the online marketing and lifecycle management of both new and used vehicles from the time they arrive on the dealer's lot until the time they are sold. CDM Dealer Services provides AutoNation with reliable, professional, uniformed employees to manage their inventory more accurately and allows AutoNation the ability to market their inventory faster. As part of the CDM Dealer Services offering, AutoNation will also have the ability to post Kelley Blue Book Suggested Retail Value comparisons to their asking prices within their online inventory. Building trust and confidence between the shopper and the dealer, AutoNation retailers are displaying Kelley Blue Book Suggested Retail Values on their window stickers and hang-tags, and also will display these values online through CDM Dealer Services later this month.

"Having Kelley Blue Book values on our Web sites and on our lots helps bridge the trust gap between our dealers and car shoppers," said Gary Marcotte, senior vice president of marketing and e-commerce, AutoNation. "Consumers know and trust Kelley Blue Book values more than any other valuation source. By utilizing Kelley Blue Book values on our sites, we're providing shoppers what they want and need, and keeping them on our sites longer."

In recent months, AutoNation also has implemented Kelley Blue Book's LeadDriver™ on all AutoNation dealer Web sites. LeadDriver seamlessly integrates well-known Kelley Blue Book® Trade-In Values within the dealer's Web site while simultaneously capturing lead information. In addition to the car buyer's contact information, LeadDriver provides the dealer with details on the buyer's trade-in vehicle, its value and the buyer's new vehicle of interest. Recent Kelley Blue Book research revealed that 73 percent of in-market vehicle shoppers are more likely to purchase a vehicle from dealerships that display Kelley Blue Book values on their Web sites.

"AutoNation is the largest and one of the most respected dealer groups in the nation, and they're taking full advantage of our suite of dealer products and services," said Mike Romano, vice president of dealer strategy, Kelley Blue Book, and COO of CDMdata, Inc. "This strengthening of our relationship allows AutoNation to utilize not only our trusted brand, but also our CDM Dealer Services organization to build consumer trust on the Web and on the lot."

About AutoNation, Inc.

AutoNation, Inc., headquartered in Fort Lauderdale, Fla., is America's largest automotive retailer. A component of the Standard and Poor's 500 Index, AutoNation has approximately 25,000 full-time employees and owns and operates 325 new vehicle franchises in 16 states. For additional information, please visit

<http://corp.autonation.com/> or <http://www.autonation.com/> , where more than 90,000 vehicles are available for sale.

About CDM Dealer Services and CDMdata, Inc. (<http://www.cdmdata.com/>)

CDMdata, Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata Inc. solutions increase client revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship product is the DigitalLot Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata, Inc. is a Kelley Blue Book company. CDM Dealer Services is a wholly-owned subsidiary of CDMdata, Inc.

About Kelley Blue Book (<http://www.kbb.com/sitemap>)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, [kbb.com](http://www.kbb.com), provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. [Kbb.com](http://www.kbb.com) is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than [kbb.com](http://www.kbb.com); nearly one in every three American car buyers performs their research on [kbb.com](http://www.kbb.com).

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