

# Kelley Blue Book Joins the Vin-UP™ Automotive Service Vehicle Equity Program

**Trusted Kelley Blue Book® Values to Help Retail Brands Acquire Quality Pre-Owned Inventory from the Service Lane**

Asbury Park, NJ (6/20/18) – Automotive dealer service customers can now be instantly informed of a vehicle’s value, thanks to service valets and advisors being equipped with Vin-UP™ portable scanners and printers, handing the owner a “Vin-UP(™) Offer Ticket” as they exit their vehicle. The ticket displays the latest Kelley Blue Book® Trade-In Value of that vehicle. Dealers have the option of offering incentives to that customer and discuss the sale of their car, allowing stores to substantially increase their stock of quality pre-owned inventory.

“Your strongest ‘leads’ drive in and out of the service lane every day, and the Vin-UP program gives the service customer an excellent starting point to consider selling their vehicle,” says Bruno Lucarelli, president of U.S. Vin-UP™ Distributor Mobility Sales Solutions. “Other service lane equity programs ‘lead with the sale,’ which we now know is confirming a customer’s worst fears about entering a dealership. The Vin-UP approach ‘leads with the offer,’ a business model more indicative of the Amazon experience, providing valuable information upfront to customers that creates a more informed and customer-centric decision. Vin-UP starts the sales conversation better than any other program available, and offering trusted Kelley Blue Book Trade-In Values adds to the customer’s comfort level.”

“With up-to-date and data-driven trade-in value information readily available, buyers and sellers can make a more confident decision about a vehicle,” said Damon Bennett, senior director of syndication for Kelley Blue Book. “Both parties also come to the table with the same information, helping facilitate the negotiation with ease, using valuations backed by more than 90 years of experience.”

Customer retention is the key to success, and service customers driving aging vehicles are the most likely to defect to other brands. Vin-UP™ allows Dealers to target vehicles up to 20 years old for instant purchase. Vin-UP is available as a monthly web-based portal subscription that includes all hardware.

## About Mobility Sales Solutions:

Founded by Bruno Lucarelli, a Veteran of Autotrader, Edmunds.com and ebay Motors, Mobility Sales Solutions is the exclusive U.S. Representative of the Vin-UP™ Service Customer Buyback. Contact [sales@mssauto.com](mailto:sales@mssauto.com).

## About Kelley Blue Book ([www.kbb.com](http://www.kbb.com))

Founded in 1926, Kelley Blue Book, *The Trusted Resource®*, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week, the company provides market-reflective values on its top-rated website [KBB.com](http://KBB.com), including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue Book<sup>SM</sup> Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book launched its first international consumer-facing site in 2017. Kelley Blue Book is a Cox Automotive brand.

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For more information, or to schedule an interview, please contact Bruno Lucarelli at sales@mssauto.com

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