

More traffic.
More trade-ins.
More car deals.



Up to **2x more** leads with a national
average conversion to a sale of **21.9%***

Sell more cars, trade more often, hold the hard deals together, and increase gross profit. Affinitiv **Trade-In Valet** makes it easier to engage and attract today's online shoppers, which results in more store traffic and more car sales. Powered by Affinitiv's Atlas Integrated Digital Customer Experience Platform, consumers receive a guaranteed competitive value on their vehicle with the assistance of a live trade desk.

Key Features of Trade-In Valet:

- Guaranteed customer cash and dealer purchase offers
- Proven higher lead volume and quality over other trade-in tools
- Integrated equity mining available
- Facebook buying integration
- Live, third-party appraisal specialists (no generic book values)
- Higher purchase rates directly from consumers
- Enabled service drive purchasing
- Automated follow-up notifications

powered by 
by **DX PLATFORM**

The Atlas Digital Experience Platform is focused on enriching the customer experience across the automotive lifecycle. The platform's predictive intelligence promotes the initial purchase, repurchase, and long-term loyalty to accelerate retailer and OEM performance.