

Front Cover



Back Cover



Inside

**Instant Cash Offer**



You need cars. Consumers have cars they want to sell or trade in. To win those cars, you need to gain the customers' trust.

**Let shoppers see you through the lens of Kelley Blue Book®.**

When they see you partner with the brand they trust, it takes the friction out of the pricing conversation. They get a transparent offer, and you get the inventory you need at a lower cost to market.

Join us as NADA 2023 to learn how Kelley Blue Book® Instant Cash Offer can help you create a consistent appraisal process that wins shoppers' trust – and their vehicles.



**Connect with us in Dallas and pick your pair of Maui Jim sunglasses.**

Stop by booth #3833 to talk to our acquisition pros and find a solution that works for you.



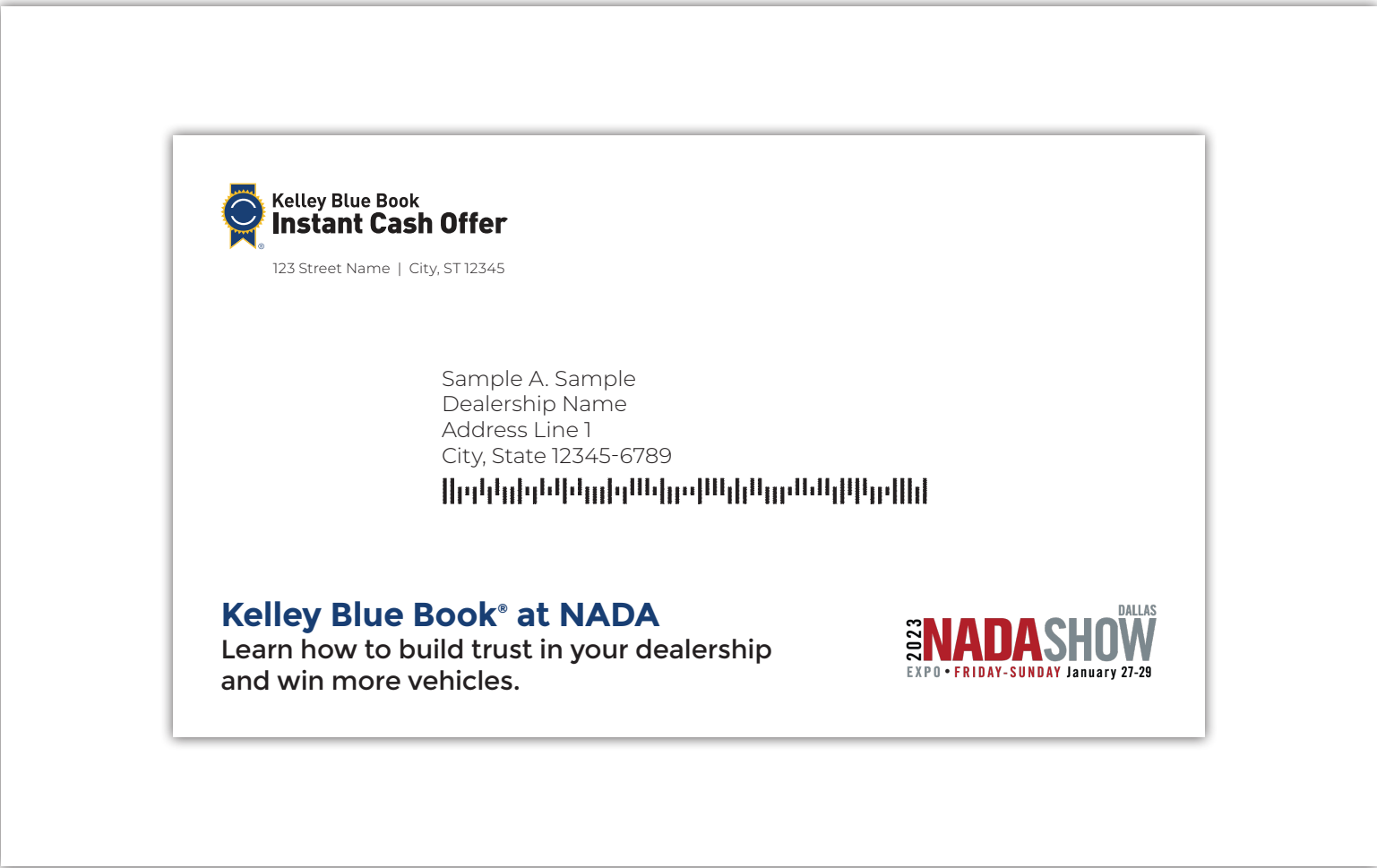
**Register for a demo at the show.**

**Notes:**  
Insert opens to provide more messaging and a CTA to stop by the booth at NADA.

Front View



Back View



Side View



**Notes:**  
8" x 5" matte-finished box with a flood of soft-touch finish, spot UV gloss on the headline, and a blind-embossed logo on the lid. Package will be shrink-wrapped with a label attached on the back.

**Change how consumers  
view your dealership.**



**Notes:**

Inner box slides out to reveal a 7.625 x 4.4375" bifold insert.



Change how consumers  
view your dealership.



**Notes:**  
Once the insert is removed, the glasses case will be revealed, sitting in the 6.75" x 3" box well.

Front Cover



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Inside



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