Closing the Trust Gap in the Trade-in Process

TrueCar Trade gives consumers the transparency they desire.

TrueCar Trade
Powered by Galves Accu-Trade

Opportunity

Despite the best efforts of dealers, a "trustgap" still exists in the marketplace.

Only
31%
of consumers trust a dealership trade-in value[1]

71%
of consumers research in advance of a dealership visit[2]

75%
of consumers seek a trusted third-party site for independent info an validation[3]

Solution

TrueCar Trade

- Instills confidence with co-branded validation
- Aligns consumer expectations with 17-digit VIN accuracy
- Bridges the online experience to the showroom

Our unique product enables transparency between consumers and dealers

Results

52%
of prospects visit a dealer within **7 days**

Consumers are
1.5x
more likely to **sell or trade** their vehicle

And
3x
more likely to give a **5 Star Rating**

42%
of TrueCar Trade customers sell or trade their vehicle within **7 days** of receiving a TrueCashOffer™

Differentiate yourself with a transparent process and acquire cars at a competitive cost to market. Learn more at **truecartrade.com/dealer.**

[1] TrueCar Consumer Journey Study, March 2017
[2] DealerRater Study, 2017
[3] J.D. Power & Associates, 2017 New Autoshopper Study
Source: TrueCar Trade Post-prospect Study, July 2017 - April 2018