

2016 BUSINESS SOLUTIONS

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MORE

MORE INNOVATION MORE KNOWLEDGE MORE KNOWLEDGE MORE VALUES MORE EXPERTISE MORE SOLUTIONS MORE REPORTING MORE REPORTING MORE CONSULTATION MORE PROJECTIVES MORE PERSPECTIVES MORE INSIGHT MORE INFORMATION

FROM NADA USED CAR GUIDE now a division of J.D. Power

J.D. Power acquired NADA Used Car Guide from the National Automobile Dealers Association in mid-2015. Our new parent company brings best-in-class data and resources to NADA Used Car Guide. We look forward to introducing new products and services in the coming months to help our customers with their vehicle valuation needs. Continue to expect more from NADA Used Car Guide.





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LENDER ADVANTAGE

Helping lenders get ahead in tomorrow's marketplace.



Getting ahead is going to get harder, but NADA Used Car Guide's Lender Advantage is here to help. Our team of experts provides a full suite of vehicle analysis services that put you in the fast lane so you can keep up with marketplace changes. From vehicle risk assessments to portfolio analysis, remarketing planning and stress testing, we'll give you the data and insight you need to make the best business decisions. **Depend on Lender Advantage for better outcomes.**

> **See how we can help your business.** Call 866.975.6232 or visit nada.com/advantage

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Get ahead in tomorrow's marketplace with NADA Used Car Guide's

Lender Advantage. This full suite of services delivers the insight needed to make more informed business decisions, better manage portfolio performance and increase profitability.





Vehicle Risk Analysis

Vehicle characteristics impact loan risk as much as the borrower's credit history. NADA Used Car Guide's vehicle risk analysis service can help you better understand vehicle risk so you can structure more profitable loan programs.

- Gain a more precise understanding of vehicle risk to help drive business growth and minimize future losses
- Efficiently identify stronger- and weaker-performing vehicles
- Fine-tune loan terms based on a specific vehicle's level of risk
- Estimate probability of default based on equity position

See how we can help your business. 866.975.6232

nada.com/advantage

Remarketing Planning

Staying on top of changing wholesale market conditions is the key to remarketing success. NADA Used Car Guide's remarketing planning service can help you make more informed remarketing decisions on your off-lease or repossessed inventory.

- Set realistic asking prices using up-to-date market data
- Optimize returns by planning around seasonal factors and supply volatility
- Determine how mileage will impact prices under certain scenarios
- Assess internal performance versus competitive benchmarks

See how we can help your business. 866.975.6232

nada.com/advantage

For more info, call 866.975.6232,

LENDER ADVANTAGE

Portfolio Analysis

Understanding the value of your portfolio today and in the future is critical to developing plans for continued success. NADA Used Car Guide's portfolio analysis service can help you better manage and maximize portfolio performance.

- Monitor equity position based on loan parameters and current/forecasted used vehicle prices
- Identify over- and underperforming segments, brands, models and vehicles
- Estimate default probabilities
- Estimate loss severity in the event of default
- Address capital requirements
- Inform collection strategies

Stress Testing

It would be great if the market never changed, but we all know it does—sometimes drastically. NADA Used Car Guide's stress testing service can help you determine how your portfolio would perform under various hypothetical scenarios.

- Evaluate portfolio performance under hypothetical economic and market scenarios
- Identify the factors most stressful to segments or certain vehicle types
- Estimate default probabilities
- Estimate loss severity in the event of default
- Estimate capital allocation

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See how we can help your business. 866.975.6232

nada.com/advantage



SEE THE VALUE FROM EVERY ANGLE with the <u>new NADA Values Online</u>

Insight is everything when it comes to accurate vehicle valuation. That's why the <u>new</u> NADA Values Online makes it easier than ever to see all sides of every vehicle's story.

Introducing **New Vehicle Values**—new vehicle pricing guidance from your trusted source for vehicle values! This range of values is based on actual market transactions and market influencers.

Other powerful new features include:

- Inventory valuation Save and easily update vehicle valuations.
- Vehicle valuation trends—Quickly get insight into wholesale and retail transactions.
- **Custom reporting**—Select the data that best fits the deal to create tailored reports.

Get deeper insights and the values you trust with the <u>new</u> NADA Values Online.

Subscribe today at nada.com/ValuesOnline



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ONLINE/MOBILE

Access the complete spectrum of NADA Used Car Guide values, market data and valuation information online with just a few clicks. With all this information at your fingertips, you can make the best business decisions about any type of vehicle.



ONLINE / MOBILE

NEW!

NADA Values Online

The <u>new</u> NADA Values Online introduces New Vehicle Values, inventory valuation, vehicle valuation trends and custom reporting to help you see vehicle values from every angle. Since it's web-based, there is no software to install and your entire staff can use it at the same time, without the need for additional user licenses.

- NEW New Vehicle Values for new vehicle pricing guidance
- **NEW** Inventory valuation for saving and easily updating vehicle valuations
- **NEW** Vehicle valuation trends for quick insight into wholesale and retail transactions
- **NEW** Custom reporting that lets you select the data that best fits the deal
- **NEW** Typically equipped MSRP values for practical value comparisons
- 10 guidebooks in one, including values for passenger cars, light-duty trucks, motorcycles, RVs, commercial trucks, etc.
- Ability to scan a VIN or select a specific make and model
- Includes New Vehicle Values (low, average, high) and Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values for used passenger cars and light-duty trucks
- Certified Pre-Owned (CPO) values, available for Clean Retail valuations only
- Automatically calculated accessory and mileage options for accurate valuations

Mobile Optimized \$425+ One-Year Subscription

Online Valuations

0-850	\$425
0–2,000	\$850
0-4,000	\$1,500
0–10,000	\$3,500
0–20,000	\$6,400
0-35,000	\$9,800
0–50,000	\$12,600
0–100,000	\$22,400
100,000+	Call for pricing

- Free integrated access to your vehicle history report subscription from Experian AutoCheck^{®*}
- Mobile web access and UCG VIN Scan app free with subscription**

*Separate subscription required.

**NADA Used Car Guide supports most leading mobile devices.

ATD/NADA Official Commercial Truck Guide Online Mini-Pack

If you're not currently an NADA Values Online subscriber but need a small number of commercial vehicle values, the ATD/NADA Official Commercial Truck Guide Online Mini-Pack provides three values online.

- Includes trucks and trailers back to the 2000 model year
- Wholesale, Loan and Retail values
- Mobile web access and UCG VIN Scan app free with subscription*

*NADA Used Car Guide supports most leading mobile devices.

IRON Solutions® Agricultural Online Guide

IRON Solutions is the leading source of equipment market intelligence for used agricultural and outdoor power equipment.

- Trusted by dealers, OEMs and financial institutions for 50+ years, the guide is seen as the agricultural equipment valuation authority
- Includes data on tractors, combines, balers, sprayers and more, with detailed pricing information based on historical transactions (more than 29,000 models, 1,100 manufacturers and 450 types of agricultural values)







To order, visit nada.com/onlineproducts or scan code:



NADA MarketValues

NADA Used Car Guide's mobile app is available exclusively for NADA and NIADA member dealers. Available for iPhone[®], iPad[®] and Android[™] devices, it's fast, mobile and easy to use, so you can make informed business decisions on the go. NADA MarketValues is the most cost-effective tool for auction-goers.

- Customizable dashboard to view selected values
- ✓ Save-to-clipboard functionality
- Customizable email reports for single or multiple vehicles
- Access recent look-ups in your history, quickly and easily
- Unlimited look-ups by VIN scan or by make and model
- Rolling 20 years of data updated monthly for used passenger cars and light-duty trucks
- Choose one of the following data products for \$50 per month each, or both for \$100 per month:
 - NADA Used Car Guide values: Includes weekly Auction values, as well as monthly Trade-in, Loan and Retail values, for used passenger cars and light-duty trucks
 - AuctionNet[®]: More than 80% of the nation's auction transaction data from Manheim, ADESA, ServNet, ABC and key independent auction houses
- Free integrated access to your vehicle history report subscription(s) from Experian AutoCheck[®] and CARFAX[®]*





*Separate subscription(s) required.

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Mobile App \$550* Month-to-Month Single-User Access *Per data product.

Requires one-time \$1.99 download from the App Store™ or Google Play™.

NADA and NIADA members: For more information or to order, call 866.974.6232



NADA Appraisal Suite

The NADA Appraisal Suite provides NADA and NIADA member dealers with easy desktop, mobile and tablet access to valuation data. Dealers can choose the enhanced NADA AppraisalPRO[®] or the NADA Appraisal tool.

- Designed and optimized for tablets
- ✓ Ability to upload photos
- ✓ Ability to set internal user permissions
- Expanded and enhanced reporting
- ✓ More flexible appraisal process
- Mobile web access and UCG VIN Scan app free with subscription*
- Unlimited passenger car and light-duty truck look-ups per rooftop by VIN scan or by make and model
- Access appraised vehicles via desktop, mobile device or tablet
- Free integrated access to your vehicle history report subscription(s) from Experian AutoCheck and CARFAX**
- Rolling 20 years of data updated monthly for used passenger cars and light-duty trucks

NADA Appraisal

Includes all features above, plus NADA Used Car Guide values:

• Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values

NADA AppraisalPRO

Includes all features in NADA Appraisal, plus four industry-leading data sources:

- Asking prices from Autotrader[®]
- Retail transactions from J.D. Power and Associates®/PIN

NADA Appraisal \$1,188 One-Year Subscription

Tablet Optimized

or \$125 monthly with credit card

NADA AppraisalPRO®

\$3,600

One-Year Subscription

or \$350 monthly with credit card

NADA and NIADA members: Order by phone only

866.974.6232

*NADA Used Car Guide supports most leading mobile devices. **Separate subscription(s) required.

- Auction transactions from Manheim Market Report
- Used vehicle true market days supply from vAuto











AuctionNet® Weekly Market Report

Wholesale transaction data found exclusively from NADA Used Car Guide, in joint partnership with the National Auto Auction Association (NAAA), features more than 500,000 new records added each month representing more than 80% of the nation's auction activity.

- Actual sales transactions from Manheim and ADESA, as well as participating ABC, ServNet and key independent auction houses for all 20 AuctionNet regions
- VIN decoding
- Rolling eight weeks of data updated weekly
- See AuctionNet Raw Data Files on page 21 for raw data format delivered via FTP

NADA Archives-on-the-Web

Whenever you need historical vehicle values, find a complete record for used passenger cars and light-duty trucks dating back to 2000 with NADA Archives-on-the-Web. With online access to our comprehensive archives, it's easy to find the information you need, 24/7.

- Archived values for used passenger cars and light-duty trucks from 2000 to present (current month excluded)
- VIN decoding, as well as automatic mileage and accessory calculations
- Packages available for 10, 25 or 50 values

\$50+ One-Year Subscription

For more information or to order, call 866.976.6232

\$599 One-Year Site License Subscription

NADAguides CONNECT

Your digital pricing tool. More than just values. A new way to improve your margins.

NADAguides CONNECT is much more than simply your used vehicle pricing guide. It's a set of tools built to save you time and improve your margins. Get started by simply creating a professional custom hang tag/window sticker with your itemized dealer add-ons. Available for powersports, RV and marine.

- Benefits
 - Boost consumer confidence with our trusted independent third-party values and logo
 - Justify your asking prices
 - Shorten the negotiation process
 - Secure more financing
 - Updated six times a year
- Features
 - Historical values
 - VIN decoder

\$160+ One-Year Subscription

For a free 30-day trial or to order, call 800.966.6232



ONLINE / MOBILE

NADAguides Used Manufactured Home Cost Tool

Online value reports in minutes. Approved by HUD FHA Title 1, Fannie Mae and Freddie Mac, and DVA recognized.

- Benefits
 - Unlimited use
 - Save time: Calculations computed for you in real time
 - Convenient: Save, update, print and export reports
 - Reliable: Updated six times a year
 - Comprehensive: 50+ years of values for used HUD, Pre-HUD mobile and modular homes
 - Manage your manufactured home portfolio in one place

NADAguides New Manufactured Home Price Tool

Access retail pricing for new manufactured homes, including factory options, in minutes.

Benefits

NEW!

- Complies with the Higher-Priced Mortgage Loans (HPML) Appraisal Rule
- Offers transactional transparency to lenders, retailers and consumers
- Comprehensive and up-to-date
- Generate price reports in real time
- Highest level of accuracy in the market
- Also available as single reports for \$35 each



\$300+ Value Bundles

or Single Reports One-Year Access

For more information or to order, call 800.966.6232

NADAguides Title and Registration CONNECT

It's like having the DMV at your fingertips.

Online access to title and registration procedures, fees and sample documents required for all vehicle transactions in all 50 states.

- Benefits
 - Comprehensive: DMV requirements, fees and sample documents
 - Save time: All you need in one tool
 - Confidence: Updated daily with the latest DMV requirements
 - Security: Ensure authenticity of all documents



For more information or to order, call 800.966.6232





PASS



DON'T TAKE A CHANCE KNOW AT A GLANCE



The NADA MarketValues app gives you quick access to all the information you need for making smart decisions at auction: NADA Used Car Guide values, AuctionNet[®] data and vehicle history reports from Experian AutoCheck[®] and CARFAX[®].* With NADA MarketValues, you'll always know at a glance which vehicles to bid on.

Subscriptions start at just \$50/month.

Get 30 days free by downloading today!







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DEVELOPER TOOLS

Integrate NADA Used Car Guide's pricing and content into your own systems, websites and applications for internal use, resale or client-facing sites by choosing from our wide selection of developer tools. Give us a call and we'll help you choose from our APIs and other integrated data solutions to best suit your needs.





NADA Web Service

Integrate NADA Used Car Guide values into any online application for internal use or resale. NADA Web Service is a SOAP-based development tool that enables secure, real-time access to the NADA Used Car Guide data supported on our servers—eliminating the need to maintain the data on your own network.

- Obtain values by VIN or make and model for used passenger cars, light-duty trucks and commercial trucks
- Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values
- Automatic accessory and mileage adjustments
- Rolling 20 years of data updated monthly for used passenger cars and light-duty trucks; commercial truck data dating back to 2000.

NADA .NET API

Use the .NET interface to integrate NADA Used Car Guide values into your Windows[®]-based and online applications. NADA .NET API consists of .NET assemblies and a vehicle valuation database that resides on a SQL Server database.

- Obtain values by VIN or make and model for used passenger cars, light-duty trucks and commercial trucks
- Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values
- Automatic accessory and mileage adjustments
- Rolling 20 years of data updated monthly for used passenger cars and light-duty trucks; commercial truck data dating back to 2000

Call for pricing 866.976.6232

Call for pricing 866.976.6232

For more info, call 866.976.6232

DEVELOPER TOOLS

Appraisal API

Integrate NADA Used Car Guide values and your information from NADA Appraisal into any online application. NADA Appraisal API is a RESTful web service that allows developers to view existing appraisals—customer, vehicle, checklist and adjustment tables, and photo URLs.

Call for pricing 866.976.6232

- Access to existing appraisals
- Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values
- Rolling 20 years of data updated monthly for used passenger cars and light-duty trucks
- NADA Appraisal API is available exclusively for NADA or NIADA member dealers



DEVELOPER TOOLS

NADA Data Files (Current and Historical) with VIN Decoding

NADA Used Car Guide values in a raw data file format make it easy to integrate used vehicle data into your database and applications.

- Obtain values by VIN or make and model
- Auction (low, average, high), Trade-in (rough, average, clean), Clean Loan and Clean Retail values
- For a range of used vehicles, including passenger cars, light-duty trucks and commercial trucks
- Also available without VIN decoding

NADA VIN Batch Processing

Rely on NADA VIN Batch Processing when you need the value of an entire portfolio of vehicles, but don't have your own internal system to automate the process. NADA VIN Batch Processing is ideal for direct marketing, tax assessment, risk management or investment purposes.

- Submit a list of VINs via email or FTP
- · Available with or without mileage and accessory adjustments
- Available for used passenger cars, light-duty trucks, commercial trucks and motorcycles
- For a similar product that may fit your needs, see e-Valuator[®] Portfolio on page 26

Call for pricing 866.976.6232

Call for pricing 866.976.6232

For more info, call 866.976.6232

AuctionNet® Raw Data Files

Tap into the industry's top source for wholesale vehicle sales data. AuctionNet Raw Data Files give you more than 80% of the nation's auction transaction data from Manheim, ADESA, ServNet, ABC and key independent auction houses. Includes comprehensive description updates to increase the value of the data you pull, allowing for greater statistical analysis.

Call for details and pricing 866.976.6232

- Over 85% of vehicles include trim-level data for more accurate vehicle values
- Comprehensive list of vehicle attributes and descriptions, including
 - Base MSRP
 - Body type

 Interior color - Liters

- Make type

- Cylinders
- Drive type - Exterior color
- NADA Used Car Guide vehicle class

- Fuel type

- Sale age
- Induction type
- Transmission
- Delivered weekly via FTP with improved file layout
- Available as an annual subscription or customized data sets. with optional historical data files available to suit vour needs
- For a range of used vehicles, including passenger cars, light-duty trucks and commercial trucks
- Data includes year, make, model, mileage, sale type, sale week, sale price and region
- See AuctionNet Weekly Market Report for a related online product on page 12



DEVELOPER TOOLS

NADAguides Web Service — Specialty Industry Data

Integrate NADAguides vehicle pricing and information data into your applications, platforms and/or website.

- Available data and mapping tables
 - Year, make, model and trim
 - Used Wholesale, Trade-in and Retail values
- Data delivery
 - REST and SOAP protocols
 - XML and JSON data formats
 - Java, Visual Basic, .NET, C# and direct HTTP calls
- Benefits
 - Up-to-date values with the most detailed and market-reflective pricing available
 - Completely maintained and updated by NADAguides on the back end
 - Live data feeds 24/7

Call for pricing 800.966.6232



DEVELOPER TOOLS

NADAguides WindowLink

Integrate NADAguides vehicle pricing and information within your existing website.

- Provide your site visitors with the most marketreflective vehicle pricing and information
- Web-syndicated data is easily implemented to fit within your current website design and layout
- Unlimited searches for your site visitors without the distraction of competitor advertisements or website off-ramps
- Data includes
 - New cars, used cars, classic cars, motorcycles/powersports, RVs and boats
 - Mileage adjustments and option pricing

Call for pricing 800.966.6232





INTEGRATE MACORE

Enhance the value of DMS, CRM, loan origination tools and other products by integrating the newly expanded spectrum of NADA Used Car Guide values and data. Developer tools include NADA Web Service, a SOAP-based tool enabling secure, real-time access to our data, supported on our servers.



WITH NADA USED CAR GUIDE VALUES, YOU CAN EXPECT MORE:

Complete value spectrum—NADA Used Car Guide values now cover both new and used vehicles.

Exclusive data—NADA Used Car Guide is the industry's only provider of J.D. Power and Associates[®] retail transaction data and AuctionNet[®] wholesale transaction data.

Broad platform compatibility— Developer tools can be used on all major technology platforms, including mobile.

Marketing support — Joint marketing opportunities can help you attract more customers.

Competitive edge—Making NADA Used Car Guide values available to your customers can improve your market share and enhance your brand equity.

That's why more than 125 companies partner with NADA Used Car Guide to deliver our accurate, trusted values to their customers.

Looking to integrate NADA Used Car Guide values? Visit nada.com/integrate or contact us:

JAMES GIBSON Director of Business Development 703.821.7136 | james.gibson@nada.com JILL PRITCHARD Business Development Specialist 703.821.4630 | jill.pritchard@nada.com









e-Valuator® Portfolio

Get instant NADA Used Car Guide used vehicle values for an entire portfolio of VINs. e-Valuator Portfolio software lets you run batches of VINs at your business. It's our fastest, easiest batch processing tool. The program resides on your PC and allows for quick data downloads from our website.

- · Value all of your vehicles at once via batch processing
- Includes weekly Auction values (low, average, high), as well as monthly Trade-in (rough, average, clean), Clean Loan and Clean Retail values for used passenger cars and light-duty trucks
- Includes used commercial truck values (Wholesale, Loan, Retail)
- For a similar product that may fit your needs, see NADA VIN Batch Processing on page 20

Call for pricing 866.976.6232

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NADA Used Car Guide has produced its founding product since 1933 and remains the leading provider of vehicle guidebooks. Print guidebooks are an affordable, quick and easy valuation tool designed to help industry professionals with any vehicle valuation transaction. They're a perfect backup to your online, mobile and software products.





NADA Official Used Car Guide®



- Passenger cars and light-duty trucks
- Model years 2009–2016 (2017 when available)
- Trade-in (rough, average, clean), Clean Loan and Clean Retail values, plus MSRP, weight, and mileage and accessory adjustments
- 10 regional editions to choose from
- Updated monthly

\$95* One-Year Subscription

Volume discounts available. *Price does not include shipping.

NADA Official Older Used Car Guide



- Passenger cars and light-duty trucks
- Model years 1997-2008
- Trade-in (rough, average, clean), Clean Loan and Clean Retail values, plus MSRP, mileage and accessory adjustments, weight and specifications
- Updated three times per year

\$75 One-Year Subscription Volume discounts available.

ATD/NADA Official Commercial Truck Guide



- Medium-duty, long-haul, local/delivery, construction and vocational trucks (classes 2–8), plus trailers
- Model years 2007-2016
- Wholesale, Loan and Retail values, plus optional equipment, mileage adjustments, and make and model identification charts
- 12 different levels of warranty values

GVW, GCW and MSRP for trucks and ENRP (Estimated New Retail Prices) for trailers Updated monthly

Agricultural Guide

The Official Guide Dealer Edition is distributed quarterly to seven regions and available online.

- Trusted by dealers, OEMs and financial institutions for 50+ years, the guide is seen as the agricultural equipment valuation authority
- Includes data on tractors, combines, balers, sprayers and more, with detailed pricing information based on historical transactions

Call for pricing 866.976.6232

trucks Volume discounts available. *Price does not include shipping.

\$125*

One-Year Subscription



NADAguides Specialty Industry Guidebooks

An affordable, quick and easy resource for vehicle pricing and information.

- Classic, Collectible, Exotic and Muscle Car Appraisal Guide & Directory
- Marine Appraisal Guide
- Recreation Vehicle Appraisal Guide
- Motorcycle, Snowmobile, ATV, Personal Watercraft Appraisal Guide
- Vintage, Collectible and Retro Motorcycle Appraisal Guide
- Title and Registration Textbook



For more information or to order, call 800.966.6232





NADA Used Car Guide continually gathers and analyzes the latest

automotive industry trends to help keep you informed and provide crucial guidance for every business decision on the purchase, sale, loan, lease or assessment of a used vehicle.





Insight & Analysis

NADA Used Car Guide continually gathers and analyzes the latest automotive industry trends to help keep you informed and provide crucial guidance for every business decision on the purchase, sale, loan, lease or assessment of a used vehicle.



Used Car & Truck Blog

Keep up with industry activity, get insight into what lies ahead in the marketplace and discover what's influencing the used vehicle valuation market with NADA Used Car Guide's comprehensive market overviews and data-focused blogs. Join the conversation at **nada.com/usedcar**



Commercial Truck Blog

Updated twice per week by Senior Analyst Chris Visser, the Commercial Truck Blog provides real-time analysis of incoming sales data from the industry's leading used truck sales database. Join the conversation at **nada.com/commercialtruck**



NADA Guidelines

Updated monthly with a robust data set from various industry sources and NADA Used Car Guide's own proprietary analytical tool, NADA Guidelines provides the insight needed to make decisions in today's market. Sign up to receive NADA Guidelines monthly at **nada.com/guidelines**



NADA Perspective

Leveraging data from various industry sources and NADA Used Car Guide's analysts, NADA Perspective takes a deep dive into a range of industry trends to determine why they are happening and what to expect in the future. Sign up to receive NADA Perspective monthly at **nada.com/perspective**



White Papers

NADA Used Car Guide's white papers and special reports aim to inform industry stakeholders on current and expected used vehicle price movement to better maximize today's opportunities and manage tomorrow's risk. Sign up to receive white papers quarterly at nada.com/whitepapers

J.D. Power and NADA Used Car Guide are committed to helping dealers like you succeed. So that begs the question:

Are You a **Power**Dealer®?

It's FREE. It's confidential. It's your data at work for you.

Activate now: MyPowerDealer.com



Do you know how your dealership(s) perform against your local competitive dealers?

PowerDealer is a Web-based online tool that provides access to 100% pure retail transaction data, based on more than 294 million new- and usedvehicle sales. Having conducted retail data analysis for more than 20 years, PowerDealer is uniquely positioned to help you dominate your market.



Power Information Network

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