

# Realized Affordability – Owners Budget Calculator

Enables auto shoppers to discover the next vehicle that fits within their monthly budget

- Integrated site tool helps Owners discover their next vehicle based on what fits within their monthly budget
- Trade-in value pulled into tool on Pricing Page, to adjust payment and bring added relevance for shopper
- Introduce your core model within the relevant segment to shoppers searching by monthly payment

The image displays two screenshots of the Kelley Blue Book website. The left screenshot shows the 'Options & Condition' section for a 2015 BMW 3 Series, with a trade-in value of \$34,313. The right screenshot shows the 'Your Blue Book Value' section, featuring a 'Trade-In Range' gauge and a 'Find Your New Vehicle by Monthly Payment' tool highlighted with a red box. The tool displays a monthly payment of \$XXX and offers to find other vehicles based on that budget. The tool is presented by CMAA LOAN.