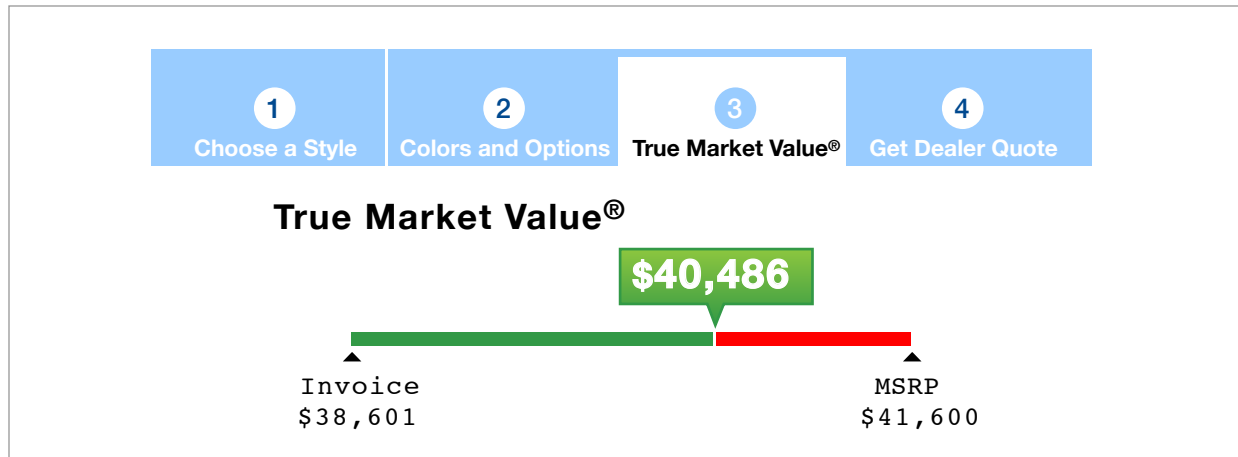


True Market Value®



WHAT is Edmunds' True Market Value®?

TMV® is Edmunds.com's regionalized estimate of the average price being paid for new and used vehicles. Transaction data, seasonality, major vehicle options, the economy, gas prices and supply/demand are all factors in determining TMV®. Car shoppers use TMV® as a benchmark to determine how much to pay for a vehicle.

HOW does it work?

TMV® is based on a large sample of transaction data that we cleanse by normalizing the data and removing outliers, such as demo units. TMV® provides a 30-day forecast and is **updated regularly so it remains fresh**. Transaction data is used in aggregate and **will not be disclosed** in a manner that identifies a given dealership.

What's in it for ME?

It saves you **TIME** spent on price negotiations by setting reasonable expectations with the customer while ensuring you get a fair price. Negotiations from a TMV® position are generally more **PROFITABLE** than those done from invoice. Many dealers across the country have begun to set their pricing based on TMV®. By leveraging TMV®, you can **improve the customer experience** for online buyers and **sell cars more efficiently**, without sacrificing profit.

CONTACT US TO GET STARTED

855-EDMUNDS or sales@edmunds.com
www.edmunds.com/dealers



**Promise
Program**SM