

Pre-Owned Vehicle Marketing Services



Overview FordDirect's Pre-Owned Vehicle Marketing Services advertises your entire inventory of used vehicles online.



BENEFITS

- **Markets your entire inventory of used vehicles online** 24/7 for as little as \$10 a day. That's less than a penny for each time the average Dealer's inventory shows up in a customer's search.
- **Drives customer traffic and displays your inventory on FordDirect.com, top third-party sites and automotive portals.** FordDirect has affiliations with AutoTrader, Kelley Blue Book, Edmunds, Yahoo! Autos, Google, CarsDirect and many more!
- **Presents your inventory in an environment free of clutter** from independents and individuals and allows customers to conduct searches of all your pre-owned vehicles.
- **Advertises your inventory in front of online buyers with multiple photos and detailed vehicle descriptions using the upload process you choose.**

RESULTS

Searches!

Your vehicles will show up in an average of 63,000 customer searches each month.

Views!

Customers will view a Dealer's detailed vehicle pages an average of 1,200 times each month.

Referrals!

Generate phone calls, walk-ins and emails to your dealership.