

Create lead-generating vehicle presentations with detailed and professional vehicle reviews

Deliver the vehicle information consumers demand with detailed reviews that offer a compelling online alternative to sitting behind the wheel. New Car Test Drive provides comprehensive and professional vehicle reviews that enhance our industry-leading data for powerful vehicle presentations that drive more leads and sales.

Every vehicle is reviewed at the model level by a professional journalist who has driven the vehicle, and includes personal driving impressions so consumers feel as if they are right there in the driver's seat. All reviews are presented in a modular format and are written to appeal to a wide-range of consumers with both high-level descriptions and granular detail. Each review is also linked to a Chrome Style ID, a unique identifier for every vehicle down to the trim level, to simplify integration with our data.

Support consumers' research needs with quality content. Deliver reviews written for everyday consumers in language they can easily understand. With our reviews it's easy to create informative and compelling online vehicle presentations that lead to more sales.

Review Segments:

- Tagline noting a vehicle's best-selling points
- Vehicle introduction
- Vehicle lineup
- Interior features
- Exterior features
- Driving impressions
- Concise summary
- Complete model line-up
- Country of assembly
- Options as tested
- Model tested

Features:

- Available for US vehicles from the 2000 model year forward
- Linked to a Chrome Style ID
- Updated weekly
- Written by professional journalists who have driven the vehicles
- User-friendly format and easy to digest content
- Features what is unique and valuable about the vehicle

Benefits:

- Increase qualified leads and sales with detailed and professional vehicle presentations
- Enhance inventory descriptions with professional reviews written by journalists who have driven the vehicles
- Work with proven automotive providers for all of your vehicle information and review needs
- Simplify integration with Chrome Data's complete suite of products
- Control which review segments you present and the order in which they are presented