

## Timely, best offers incentive information for more compelling vehicle presentations to promote more leads

A timely special can turn a casual shopper into a highly qualified lead. That's why it pays to include our incentive and finance program information on your website.

Best Offer from Chrome Data is a web service that is delivered in a highly consumer-friendly way. Instead of wading through all the details, consumers see the 'best offers' available for a particular vehicle in their region, based on all manufacturers' regional incentive and finance program data for the US market. These offers include Best Cash, Best Finance and a list of Targeted Programs, along with offer expiration dates and any manufacturer disclaimers. The service also returns all of the constituent incentives so you know how each offer is comprised.

Since this product is offered as a web service, incentive information can be seamlessly integrated into your online vehicle configuration tool and included alongside vehicle descriptions. The result is compelling vehicle presentations that promote more leads and encourage consumers through the buying process.

Whether you are a dealer provider or a portal, discover how our comprehensive incentive and finance program information can help you convert more casual shoppers into serious buyers.

### Features:

- Web service platform
- Includes Best Cash Offer, Best Finance Offer, Targeted Programs, offer expiration dates and manufacturer disclaimers
- Timely updates mean new programs are available to the consumer shortly after a manufacturer's decision
- Shows the constituent incentives that make-up the offer
- Includes textual promotions such as "deferred payment"

### Benefits:

- Showcase your best deals and encourage more casual shoppers into qualified leads
- Integrate with vehicle research and inventory workflows to generate leads throughout your website
- Get up and running fast with a web services solution
- Be competitive with timely and easily understandable incentive information



**ABC Chevrolet**

The #1 Chevy Dealer in the Nation!

New Sales: 123-456-7890

Used Sales: 123-456-7890

Home

New

Pre-Owned

Parts & Service

**Financing**

Contact Us

Financing > New Vehicle Incentives

**New Vehicle Incentives**

Zip: 97221

Your Selections 2013  Chevrolet  Trucks & Vans  All Models

Narrow Your Choices by:

**ML** = Military Personnel Supplier Program **DP** = Deferred Payment Available **LO** = GM Loyalty

**Constituent Programs:**

- [Chevy Sales Event](#) \$600.00
- [Summer Cash](#) \$400.00



2013 Chevrolet Cruze

**\$1,000**

BEST CASH OFFER

BONUS CASH

**\$1,000**

36 MONTHS

**0.9%**

48 MONTHS

**1.9%**

60 MONTHS

**2.9%**

72 MONTHS

Expires 05/28/2013

[Restrictions Apply](#)

**ML** **CL** **LO**

TARGETED PROGRAMS



2013 Chevrolet Avalanche

**\$2,000**

OR

**\$1,000**

AND

**0.0%**

36 MONTHS

**0.9%**

48 MONTHS

**1.9%**

60 MONTHS

**2.9%**

72 MONTHS

Expires 05/28/2013

[Restrictions Apply](#)

**ML** **CL** **LO**

TARGETED PROGRAMS



2013 Chevrolet Corvette

**\$2,000**

OR

**\$500**

AND

**0.0%**

36 MONTHS

**0.9%**

48 MONTHS

**1.9%**

60 MONTHS

**2.9%**

72 MONTHS

Expires 05/28/2013

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**ML** **CL** **LO**

TARGETED PROGRAMS