

“I wish we would’ve hopped on the Service Drive Acquisition program a long time ago.”

**MATT SMITH**

Assistant Used Car Manager, BMW of Murrieta

## Using the service drive to acquire more cars than ever

Assistant used car manager Matt Smith noticed that sourcing cars simply through the traditional avenues wasn’t cutting it. He was getting tired of waiting for cars to arrive and spending too much on transportation costs.

So, he decided to transform his sourcing strategy with the Service Drive Acquisition integration within Kelley Blue Book® Instant Cash Offer. Now, he has a streamlined acquisition process with a tool that helps him:

- 1 Acquire used vehicles that can be assessed in person.
- 2 Give customers better transparency into valuations.
- 3 Reduce friction by delivering offers customers trust.

Uncovering more opportunities in the service lane with Instant Cash Offer has increased the amount of quality vehicles BMW of Murrieta acquires each month.

### BMW OF MURRIETA:

Part of Hendrick Automotive Group

7 stores on the West Coast

12 years using Kelley Blue Book® Instant Cash Offer

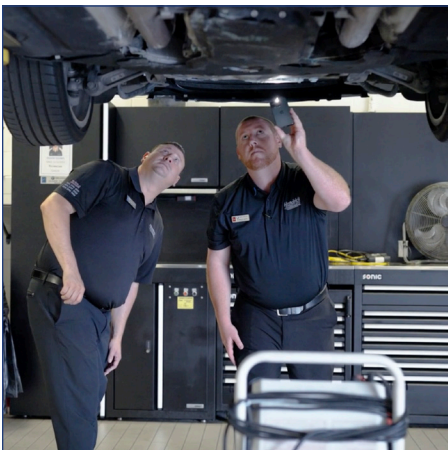




### FRICION-FREE TRANSACTIONS

Whether Matt's customers are looking up trade-in values, retail values or getting an offer, seeing the name Kelley Blue Book® attached to their Instant Cash Offer immediately builds credibility.

**"Kelley Blue Book has reduced friction through brand trust."**



### COST-TO-MARKET DIFFERENCE

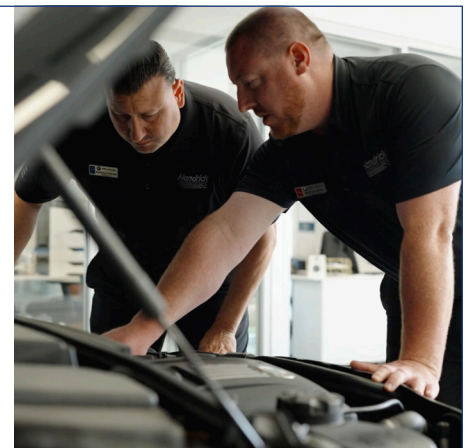
When acquiring cars in the service lane with Instant Cash Offer, there are no buyer sell fees or transportation costs. The car is physically in front of Matt, so he can perform an accurate valuation to know exactly what he's getting.

**"You get a real feel of what you're buying right on the spot versus wasted time with the buyer sell fee or an arbitration or your transportation cost."**

### A WIN-WIN ACROSS TEAMS

When Matt takes on a trade from a service customer, the offer includes any upsells that the car needs – new brakes, fluid changes, etc. Then, the car goes back to service to finish the job. This way, the service team doesn't lose out on work and the sales team acquires a high-quality vehicle.

**"No one loses out on a chance to make some money, and everybody wins."**



## RESULTS

Matt adds **20-30 cars a month** out of his service drive



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