

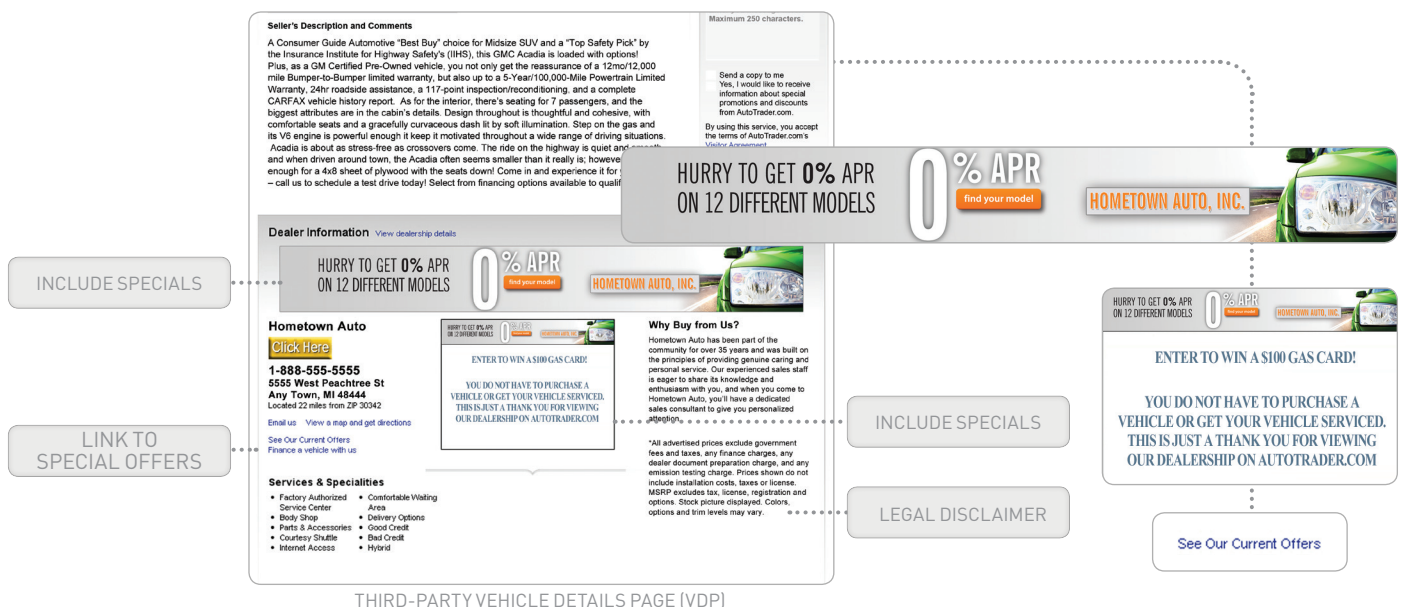
If a shopper is deciding between two cars or two dealerships, using Special Offers can sway that shopper to choose you. Highlight rebates, special financing or other incentives that will influence shoppers to visit your dealership.

Use special offers to promote:

- › Sales events
- › OEM incentives
- › Service Department specials
- › Model specials
- › Special financing
- › Parts specials

New vehicles with a special had 116% more vehicle detail page views than those without.

SOURCE: AutoTrader Site Data, March 2015



The diagram illustrates a third-party vehicle details page (VDP) for Hometown Auto, Inc. The page is divided into several sections, each with a callout box highlighting special offers:

- Seller's Description and Comments:** A detailed description of the vehicle, including its features, warranty, and financing options. A callout box points to the "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" offer.
- Dealer Information:** Contact information for Hometown Auto, Inc., including phone number, address, and location. A callout box points to the "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" offer.
- Services & Specialties:** A list of services offered by the dealership, such as factory authorized service center, body shop, parts & accessories, and internet access. A callout box points to the "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" offer.
- Why Buy from Us?:** A section highlighting the dealership's commitment to customer service and financing options. A callout box points to the "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" offer.
- Legal Disclaimer:** A section providing legal disclaimers regarding the financing offer. A callout box points to the "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" offer.
- Special Offers:** A section titled "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" with a "find your model" button. A callout box points to this section.
- Enter to Win a \$100 Gas Card:** A section titled "ENTER TO WIN A \$100 GAS CARD!" with a "See Our Current Offers" button. A callout box points to this section.

Callouts on the left side of the diagram include:

- INCLUDE SPECIALS
- LINK TO SPECIAL OFFERS

THIRD-PARTY VEHICLE DETAILS PAGE (VDP)

[Print this Special Offer](#)

[Email Dealer](#) | [Email a Friend](#) [See all vehicles with this Special Offer](#) | [See all Special Offers from this dealer](#)

HURRY TO GET **0% APR** ON 12 DIFFERENT MODELS **0% APR** [find your model](#) **HOMETOWN AUTO, INC.**

Don't miss the **Ford** *Year End sales event*

Savings on new and quality pre-owned vehicles!

HURRY TO GET **0% APR** ON 12 DIFFERENT MODELS **0% APR** It's All Gravy

*Offer not valid on Mustang models. All advertised prices exclude government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. Prices shown do not include installation costs, taxes or license. MSRP excludes tax, license, registration and options. Stock picture displayed. Colors, options and trim levels may vary.

All New 2016 Ford Vehicles

Dealer Information

HOMETOWN AUTO, INC. Hometown Auto
5555 West Peachtree St
Any Town, MI 48444

Dealer contact: Sales
[Email Us](#)

[Print this Special Offer](#) | [Email Dealer](#) | [Email a Friend](#) | [See all vehicles with this Special Offer](#) | [See all Special Offers from this dealer](#)

Visitor Agreement

powered by **Autotrader** 

THIRD-PARTY DEALER VEHICLE SPECIALS PAGE

HOMETOWN AUTO, INC.
5555 West Peachtree Street, Any Town, MI 48444
Ranked #1 in Customer Service!

SALES: 888-555-5555
SERVICE: 888-555-1212
PARTS: 888-555-1213

[HOME](#) | [INVENTORY](#) | [CAR FINANCING](#) | [FINANCE CENTER](#) | [PARTS & SERVICE](#) | [VEHICLE SPECIALS](#) | [TESTIMONIALS](#) | [CONTACT US](#)

Vehicle Specials

HURRY TO GET **0% APR** ON 12 DIFFERENT MODELS **0% APR** [find your model](#)

[E-MAIL A FRIEND](#) [REQUEST MORE INFO](#) [PRINT COUPON](#)

*All advertised prices exclude government fees and taxes, any finance charges, any dealer document preparation charge, and any emission testing charge. Prices shown do not include installation costs, taxes or license. MSRP excludes tax, license, registration and options. Stock picture displayed. Colors, options and trim levels may vary.

FOR QUALIFIED BUYERS ON 2016 FUSION GET \$2,500 CASH BACK

Top Pick Family Sedan, Spacious Interior and up to 41 MPG

[E-MAIL A FRIEND](#) [REQUEST MORE INFO](#) [PRINT COUPON](#)

Rebate not available with some other offers. See dealer for details.
* Based on EPA-est (FWD) 24 MPG hwy. Cargo and load capacity limited by weight and distribution. Based on 2009 GM Mid Utility Crossover Segment. Excludes other GM Vehicles.

DEALERSHIP VEHICLE SPECIALS PAGE