

Relevant Consideration Messaging – Owners Text Link

Move shoppers pricing their vehicle to take the next step

- Introduce your new model and highlight it's strongest selling point to sub-segment shoppers just entering to the market
- As Owners select the options in their current vehicle, prime them with what to look for in their next
- Model messaging on path & pricing pages + Feature messaging on Options page cross-devices

MOBILE:

MOBILE:

DESKTOP, TABLET:

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Options & Condition

2015 BMW 3 Series Mileage: 1,0

Check out the all-new (Year) (Make) (Model). Learn more at OEM.com

Which options are on your vehicle?
Tell us your car's options or see your value with standard equipment.

See value with standard equipment

Add additional options

Please add your additional options.

Mechanical +

Interior +

Exterior +

Packages +

Arrive on time with Real-Time Traffic Information. Learn more

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What is your vehicles condition? ⓘ
Not sure? Take our quick condition quiz. Start here

Fair 18% of cars we value

Good

Very Good

Options & Condition

Vehicle Finder

Your Current Vehicle:
2015 BMW 3 Series
Mileage: 1,000

Check out the all-new (Year) (Make) (Model). Learn more at OEM.com

Which options are on your vehicle?
Tell us your car's options or see your value with standard equipment.

See value with standard equipment

Add additional options

Please add your additional options.

Mechanical +

Interior +

Exterior +

Packages +

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What is your vehicles condition? ⓘ
Not sure? Take our quick condition quiz. Start here

Fair 18% of cars we value	Good 54% of cars we value	Very Good 23% of cars we value	Excellent 3% of cars we value
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Search Local Listings

BMW 3 Series

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