PIERRE VILLANEUVA

Used Car Price Assessment Tool www.m.carsdirect.com

RESEARCH TO CONSIDER

75% use the web to research and buy vehicles (polk)

79% used vehicle shoppers prefer third party sites (polk)

<20% cite price as ultimate factor in car purchase (trueCar)

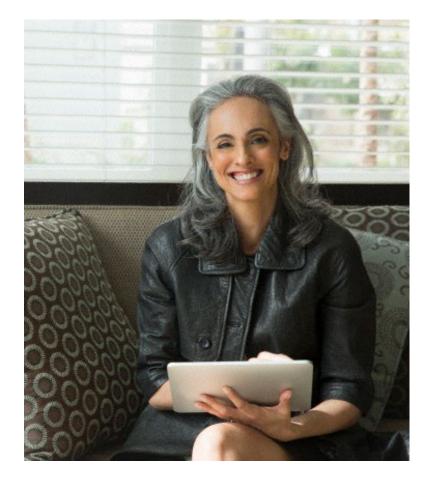
ISSUE

Vehicle maintenance plays a significant role in a vehicle's value. Determining where a vehicle is in that cycle requires a separate calculation for each listing.



A focused coordinator, Kathleen relies on information to help her execute decisions.

Journey No. 1



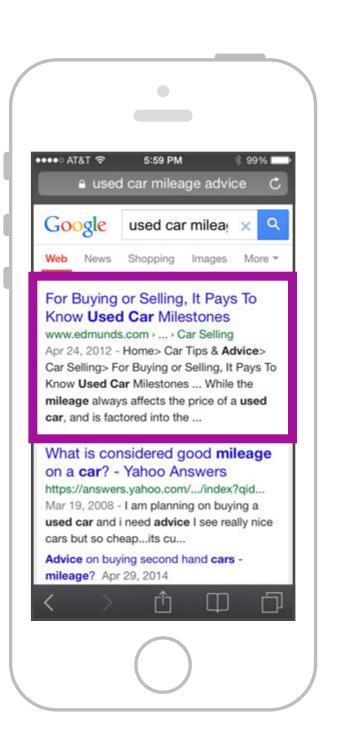
MOBILE FIRST

Kathleen begins her decision process on the web.



Searches for advice on used car milage.

Kathleen clicks on the first search result, an article on *edmunds.com*.





Discovers the impact maintenance and maintenance milestones play on vehicle values.

Kathleen finds the article insightful.

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While the mileage always affects the price of a used car, and is factored into the Edmunds.com True Market Value (TMV[®]) appraisal tool, three mileage markers have a greater impact on a used car's price. Here's the breakdown.

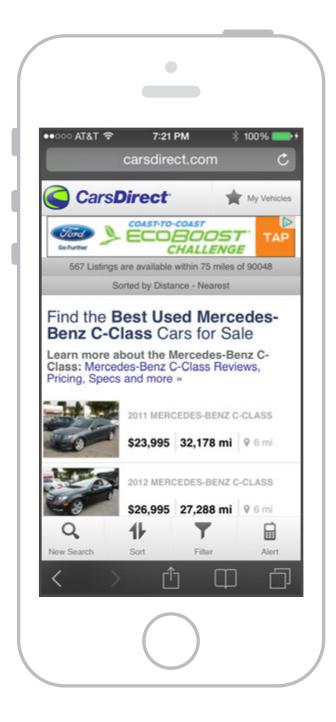
First Turning Point: 30,000-40,000 Miles Most cars come with a bumper-to-bumper factory warranty that expires at either 36,000 miles or three years, whichever comes first. This is the point at which many cars are returned to the dealer from the first "owner," meaning the person who leased the car.

In addition, a car's first major service visit usually comes in the range of 30,000-40,000 miles. This is when the carmaker calls for more than just an oil change and tire rotation, and it's not uncommon for this major service to cost more than \$350. In addition, certain "wear items" may soon need service. Wear items are things such as brakes and tires that are expected to wear out, as opposed to things that break and need to be repaired.

With this in mind, anyone getting ready to sell a car would want to put it up for sale a few thousand miles before the 36,000-mile mark or before the major service



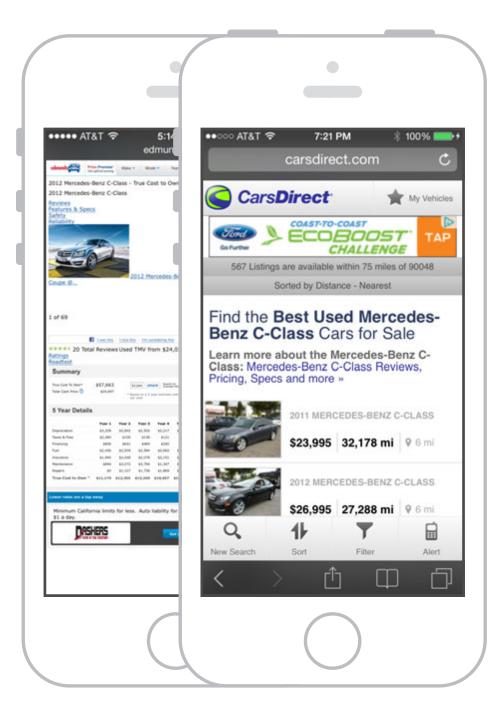
Kathleen attempts to apply her newfound knowledge on on *m.carsdirect.com*.





But...finds herself switching between two websites trying to factor in vehicle mileage milestones.

Kathleen wishes the process was simpler.



SOLUTION

Automate the calculation, display the results and provide guidelines for assessing a vehicle's asking price.

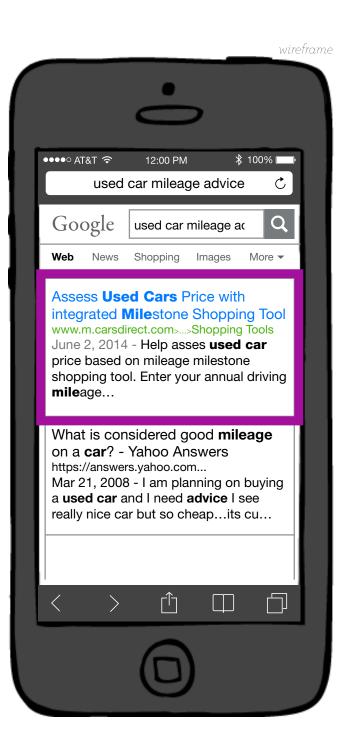
New User Journey



KATHLEEN

Searches for advice on used car mileage.

Kathleen clicks on the first search result, a maintenance cost projection tool available at www.m.carsdirect.com.





Kathleen enters her desired vehicle.

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Kathleen reviews her results and selects a vehicle that piques her interest.

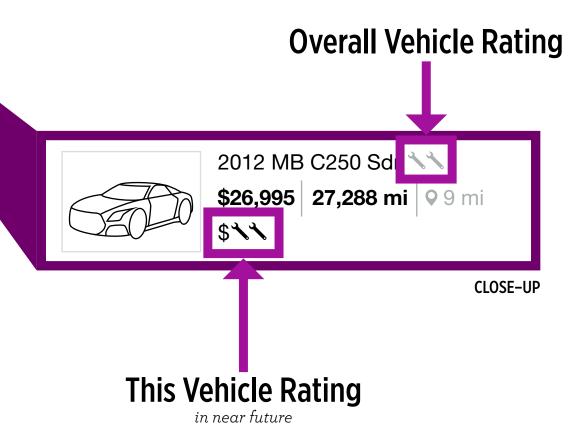
wireframe ●●●●○ AT&T 奈 12:00 PM ≵ 100% □ m.carsdirect.com Ċ CarsDirect My Vehicles 2012 MB C250 Sdn **\$26,995 27,288 mi 9** mi \$11 2012 MB C250 Sdn \$27,995 13,007 mi 9 9 mi \$1 2012 MB C250 Sdn **\$26,999 21,179 mi 9** 19 mi \$ 2012 MB C250 Sdn **\$31,989 23,585 mi 9** 20 mi \$11 2012 MB C250 Sdn **\$31,989 33,094 mi 9** 40 mi \$111 \Box ſĴ

Search Results



Maintenance Cost Projection Tool

Calculation values default to zip code driving habits unless customized to minimize form fatigue





Kathleen wants to inquire more about this vehicle. She taps on the area for more information.



Vehicle Detail Page

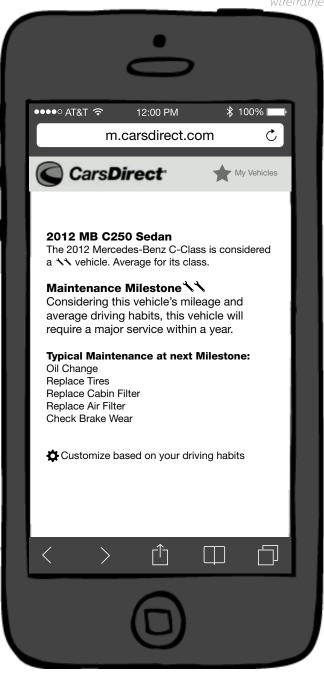
wireframe



KATHLEEN

Kathleen reviews the rating breakdown.

Kathleen appriciates she can assess vehicle value with an additional metric that plays into price—Maintenance.



Rating Breakdown Page



Rating Breakdown Detail Page

2012 MB C250 Sedan

The 2012 Mercedes-Benz C-Class is considered a **** vehicle. Average for its class.

Maintenance Milestone

Considering this vehicle's mileage and average driving habits, this vehicle will require a major service within a year.

Typical Maintenance at next Milestone:

Oil Change Replace Tires Replace Cabin Filter Replace Air Filter Check Brake Wear

Customize based on your driving habits



Customize Driving Habits Page

Projection Equation*

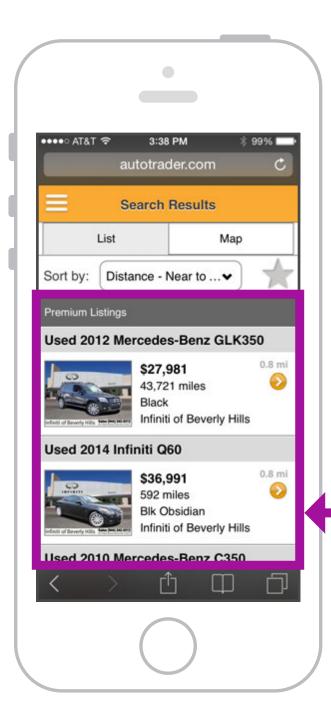
MaintenanceMilestone - CurrentMilage / DrivingRate = Projection

```
if (CurrentMileage == firstMilestoneRange) {
    +1
} elseif (CurrentMilage == secondMilestoneRange) {
    +2
} else {
    +3
}
```

Sellers can certify if maintenance was performed in total or part and have those values reflected on rating.

* equation simplified

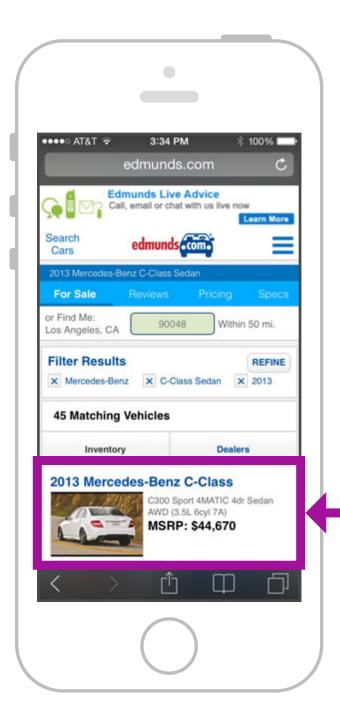
COMPETITION SAMPLES



AUTOTRADER.COM

After 3 screens and 3 pull-downs I get results that don't even match my search parameters—2013 Mercedes-Benz C250

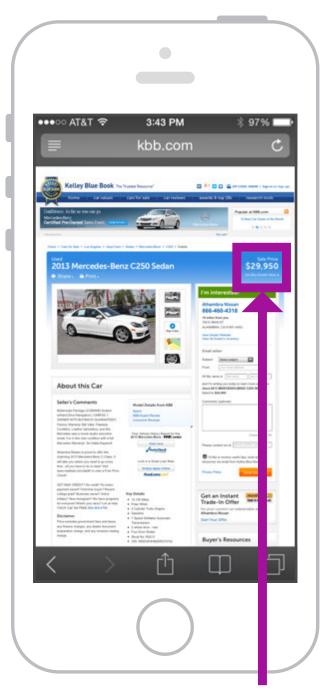
> Sponsor Listings Trump Search Parameters?



EDMUNDS.COM

7 steps to get to this screen and I'm not 100% sure the results are for used cars or new old stock.

MSRP?



KBB.COM

Dismisses the mobile experience all-together but does offer a small link to their assessment tool—*Blue Book® Value*.

Link to Assessment Tool

SUMMARY

A maintenance cost projection tool helps users assess a vehicle's asking price by automating maintenance milestone calculations. Calculations are then presented in simple visualizations.

Pierrre Villanueva