

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 screenshot shows a vehicle details page for Hometown Auto, Inc. with the following elements:

- Seller's Description and Comments:** A Consumer Guide Automotive "Best Buy" choice for Midsize SUV and a "Top Safety Pick" by the Insurance Institute for Highway Safety's (IIHS), this GMC Acadia is loaded with optional Plus, as a GM Certified Pre-Owned vehicle, you not only get the reassurance of a 12mo/12,000 mile Bumper-to-Bumper limited warranty, but also up to a 5-Year/100,000-Mile Powertrain Limited Warranty, 24hr roadside assistance, a 117-point inspection/reconditioning, and a complete CARFAX vehicle history report. As for the interior, there's seating for 7 passengers, and the biggest attributes are in the cabin's details. Design throughout is thoughtful and cohesive, with comfortable seats and a gracefully curvaceous dash lit by soft illumination. Step on the gas and its V6 engine is powerful enough it keeps it motivated throughout a wide range of driving situations. Acadia is about as stress-free as crossovers come. The ride on the highway is quiet and smooth, and when driven around town, the Acadia often seems smaller than it really is; however, enough for a 4x8 sheet of plywood with the seats down! Come in and experience it for yourself - call us to schedule a test drive today! Select from financing options available to qualify.
- Dealer Information:** Hometown Auto, Inc. 1-888-555-5555, 5555 West Peachtree St, Any Town, MI 48444. Located 22 miles from ZIP 30042.
- Special Offers:** "HURRY TO GET 0% APR ON 12 DIFFERENT MODELS" banner with a "find your model" button.
- Services & Specialties:**
 - Factory Authorized Service Center
 - Body Shop
 - Parts & Accessories
 - Courtesy Shuttle
 - Internet Access
 - Comfortable Waiting Area
 - Delivery Options
 - Good Credit
 - Bad Credit
 - Hybrid
- Why Buy from Us?:** Hometown Auto has been part of the community for over 35 years and was built on the principles of providing genuine caring and personal service. Our experienced sales staff is eager to share its knowledge and enthusiasm with you, and when you come to Hometown Auto, you'll have a dedicated sales consultant to give you personalized attention.
- Legal Disclaimer:** *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.
- Callouts:**
 - INCLUDE SPECIALS:** Points to the 0% APR banner.
 - LINK TO SPECIAL OFFERS:** Points to the "See Our Current Offers" link.
 - LEGAL DISCLAIMER:** Points to the asterisked disclaimer text.

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

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EMBRACE THE SEASON

CONVERT SHOPPERS FROM USED TO NEW

LEGAL DISCLAIMER

REINFORCE YOUR BRAND

BRING THEM TO YOUR DOOR

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 FINDER | FINANCE CENTER | PARTS & SERVICE | **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.

DEDICATED "SPECIALS" SECTION OF WEBSITE

CONVERT SHOPPERS FROM USED TO NEW

LEGAL DISCLAIMER

DEALERSHIP VEHICLE SPECIALS PAGE