



## Accu-Trade Joins CDK Global Partner Program

DELRAY BEACH, FLA. — **April 19, 2018** – [Accu-Trade](#) today announced that it has become a participant in the [CDK Global Partner Program](#). As a member of the largest third-party partner program in the industry, Accu-Trade is now part of a marketplace of applications and integration choices developed to help automotive dealers succeed.

"As a company, we are always looking for ways to help dealers engage their customers early in the buying process," said Robert Hollenshead, founder of Accu-Trade. "It's all about our dealers getting great trade-in leads that they can easily and inexpensively convert into concrete sales."

Accu-Trade applies the principles of VIN-specific, condition-based vehicle pricing to many different marketplaces, including wholesale, retail, auction and diminished value. Accu-Trade's lead generation tool, [Instant Offer](#), integrates seamlessly into any dealer's website, and its [Appraiser](#) valuation tool lets those dealers appraise and manage valuations quickly and accurately. The core of the valuation program is the full market context provided by Accu-Trade's partnership with [Galves Market Data](#).

"We're very pleased to introduce Accu-Trade as the newest member of the CDK Global Partner Program," said Howard Gardner, vice president and general manager of CDK Data Services. "Accu-Trade is a welcome addition to our vibrant program that provides dealers with a range of partner choices and the assurance that their programs can be seamlessly integrated with our applications."

The CDK Global Partner Program provides its partners with access to a diverse CDK ecosystem through the ability to integrate with a range of CDK applications, as well as with CDK dealer websites.

### About the CDK Global Partner Program

The [CDK Global Partner Program](#) now numbers more than 350 partner companies and 450 unique applications auto dealers can use to run their businesses. As part of the CDK ecosystem, the CDK Partner Program provides data and workflow integration to a wide range of third parties, OEMs and dealers. For a full list of partners and applications available through the program, go to [cdkglobal.com/partners.com](http://cdkglobal.com/partners.com).

### About CDK Global

With more than \$2 billion in revenues, [CDK Global](#) (NASDAQ: CDK) is a leading global provider of integrated information technology and digital marketing solutions to the automotive retail and adjacent industries. Focused on enabling end-to-end automotive commerce, CDK Global provides solutions to dealers in more than 100 countries around the world, serving approximately 28,000 retail locations and most automotive manufacturers. CDK solutions automate and integrate all parts of the dealership and buying process from targeted digital advertising and marketing campaigns to the sale, financing, insuring, parts supply, repair and maintenance of vehicles. Visit [cdkglobal.com](http://cdkglobal.com).

### About Accu-Trade

[Accu-Trade](#) was founded by Robert Hollenshead and Rob Bulyovsky, Accu-Trade Canada's president. With Accu-Trade, anyone with a smart device can value any VIN (vehicle identification number) with total confidence. Accu-Trade brings dealers [Instant Offer](#) — a high-performing "Value My Trade" plug-in — and [Appraiser](#) — a best-in-class, condition-based appraisal tool. Instant Offer and Appraiser work together to give dealers a complete platform to capture high-quality consumer leads, generate precise appraisals, and acquire more used car inventory. Visit [accu-trade.com/website/home](http://accu-trade.com/website/home).

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