



ODSX Trade Tool Guide



CONTENTS

- Trade Tool Overview
- Enrollment and Configuration
- Step-by-Step Trade Guide
- FAQs



The Acura Digital Revolution (ADR) introduces an Omnichannel Digital Selling Experience (ODSX), to enable clients to complete their purchase 100% through a consistent digital process that's available in the store, at home online and for those who move between the two.

Trade tools within ODSX create a seamless and transparent experience for your clients, while giving you and your clients confidence on their Trade-in via an Instant Cash Offer (ICO).

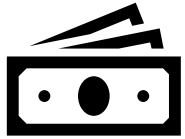


To complete an “end-to-end” transaction within ODSX (whether entirely online, entirely onsite or a blend), most **clients need the option to apply a trade-in vehicle to their deal.**

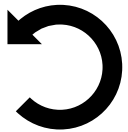
In the Checkout portion of the ODSX, the client can enter their vehicle details, receive an instant quote (guaranteed by the trade tool provider), and a payoff from their financial institution (if applicable), and **the new vehicle selling price is updated by the amount of the trade.**

The dealer can also add a trade in manually using the DSP Dealer Portal (Dx).

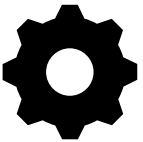




- The Omnichannel Digital Sales Experience (ODSX) brings industry-leading features, including compelling instant cash offers (ICOs) from multiple trusted trade vendors.



- Dealers can appraise the car at delivery and will be able to adjust/unwind the deal if the trade was misrepresented.



- Dealers will be able to set up customized and competitive dealer offers alongside other Instant Cash Offer providers



- Fast reimbursement with integration of ICO providers with ODSX.



ENROLLMENT AND CONFIGURATION

- Two trade tool providers, Kelley Blue Book (KBB) and Black Book (BB), must be connected to each dealer's ODSX platform for it to function properly.



BLACK BOOK

- These trade tool “OEM Appraisal” dealer accounts will be **paid for by AHM**.
- Trade tools will exist within the ODSX Digital Retailing Platform on both the **client-facing (Cx)** and the **dealer-facing (Dx)** portions of the platform.
- Dealerships must be in contract and set up with both KBB and BlackBook **by the end of their onboarding** to go live.

- For **Black Book**, dealers must provide:

1. Copy of the active dealer license
2. Signed and notarized Power of Attorney*
3. Copy of the dealership's W9
4. Title and controller contact names and emails
5. Specific transport address and instructions, if any
6. Complete ACH info** via [THIS LINK](#)

- Submit all requirements to your OPENLANE Sales Rep or to hondago@openlane.com
- Once all items have been submitted, your OPENLANE Sales Rep will schedule a final In- person training at the dealership on Guaranteed Offer
- The signed and notarized Power of Attorney form allows OPENLANE to reassign titles on your behalf to the end buyer of a vehicle on our platform, which gets you reimbursed **faster** for any Guaranteed Offer vehicles you redeem.

BLACK BOOK

OPENLANE

* If you're unable to get a copy of your form or if you need additional help, email hondago@openlane.com

**All payments are issued via ACH on OPENLANE

How soon do I get my money if I choose to let OPENLANE/BlackBook purchase the vehicle?

Once OPENLANE receives the marketable title and the notarized lien release from you, we will reimburse you 100% of the Guaranteed Offer via ACH within 3 business days. Vehicle is subject to the Redemption Program Terms.

How does this vehicle pass from the deal to OPENLANE/BlackBook ?

The dealership must login to their OPENLANE account and select "Redeemed - Send vehicle to OPENLANE". A step-by-step guide on how to do this along with the Redemption Program Terms can be found [here](#).

Where does the car go if I (the dealer) don't buy it?

OPENLANE will send an inspector out to your lot to inspect the vehicle and list it for sale on OPENLANE. OPENLANE employees will manage the sale of the vehicle and will absorb any losses or gains made from the sale of the vehicle. Once the vehicle sells or if it sits on your lot for too long, it will be transported off your lot by our team. Any concerns or questions you have during this process can be addressed by contacting the OPENLANE Guaranteed Offer team at HondaGO@OPENLANE.com

- For **Kelley Blue Book**, dealers must sign a Contract with KBB ICO.
 - For enrollment details and requesting a copy of the KBB ICO contract to be signed, reach out to your DSMs who will connect you with the KBB ICO Sales Team Representative assigned for your dealership
- After signing the contract, the dealer will schedule a Digital Retailing Experience webinar with a KBB Information Consultant.
 - Schedule here: <https://kbbico.info/wp/digital-retailing-experience/>
 - Sessions take approximately 60 minutes
 - Additional requirements may be requested by your KBB Information Consultant during the training (e.g. ACH Information for liquidation)
- For additional questions Kelley Blue Book (KBB) **enrollment**, dealers can reach out to:
 - [Email: cai.icoooperations@coxautoinc.com](mailto:cai.icoooperations@coxautoinc.com)
 - Or your KBB ICO Sales Team Representative



COX AUTOMOTIVE™

How soon do I get my money if I choose to let KBB purchase the vehicle?

Within 72 hours of receipt of title after inspections are completed, payment will be sent ACH is setup so it with Manheim, otherwise a paper check will be mailed.

- For more information, you can refer to KBB's [Instant Cash Offer Quick Sheet for Grounding and Liquidating Vehicles](#)

How does this vehicle pass from the deal to KBB?

No different then selling any car at the auction, KBB is the buyer and the ICO is the sale price.

Where does the car go if I (the dealer) don't buy it?

With KBB, the dealer can choose to schedule a vehicle for a Manheim auction with one of their affiliated facilities.

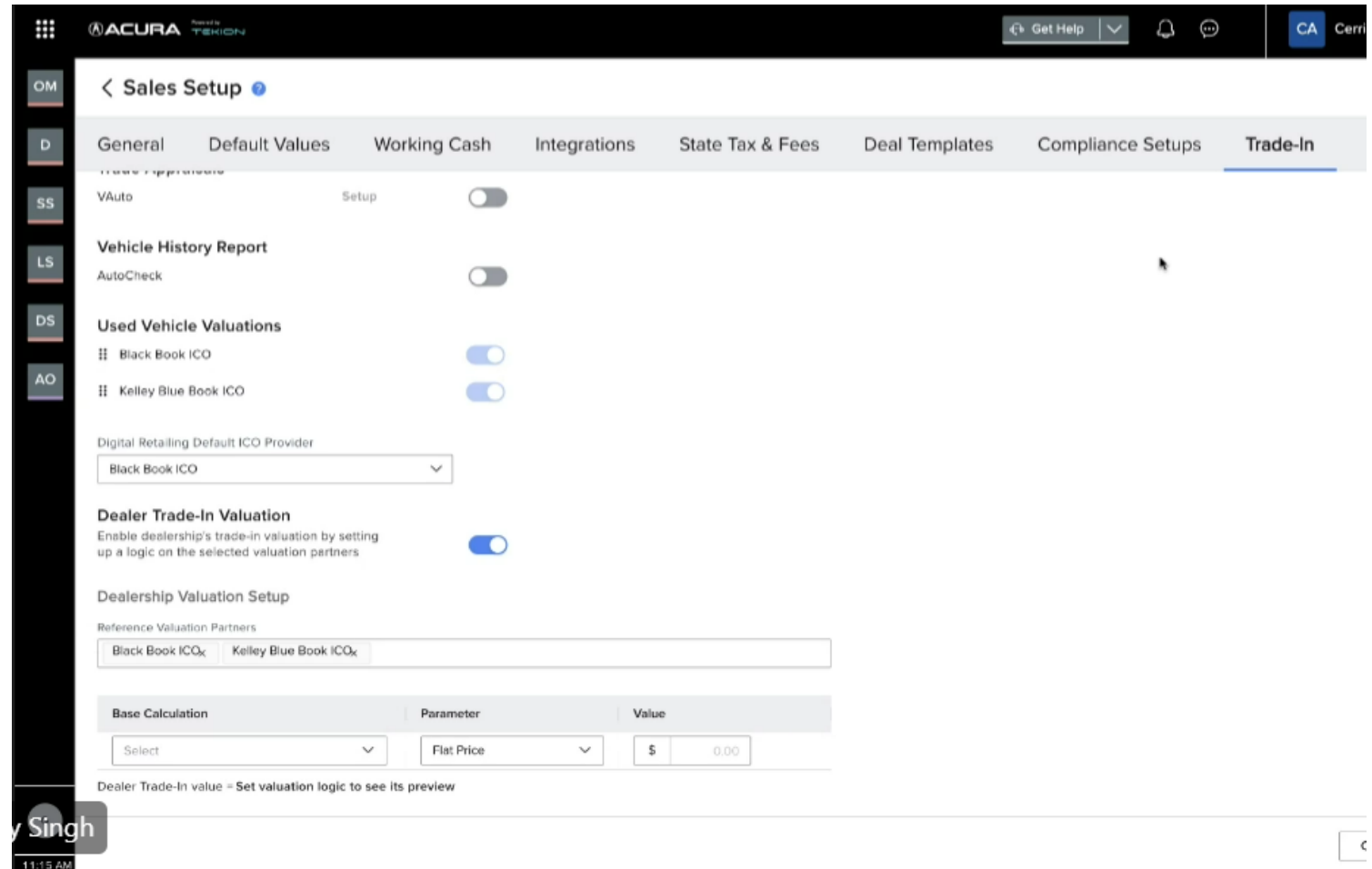
- Remember that if you sell at auction, you have seven (7) calendar days starting to schedule and deliver the vehicle to an auction location.
- Note: Vehicles that are confirmed with a Condition Tier Selection other than
- Excellent are not eligible for auction.

Where can I learn about best practices for using KBB?

For additional training on topics like: Lead Handling, How to Edit an Offer and the Liquidation Process, you can schedule to join one of the KBB sessions here: <https://kbbico.info/wp/digital-retailing-best-practices/>

You can configure additional Trade Tools on ODSX. On the Digital Selling Platform (DSP) Dealer Portal (Dx):

- Go to the nine-dot menu in the upper-right corner and select Sales Setup. Click on Trade-In.
- By default, KBB and BB are enabled upon enrollment and onboarding
- Dealers can select default provider
 - On Secure checkout, this is the first offer the client sees, from left to right
- Dealer can select Dealer Trade-in Valuation to create a custom offer



Within Sales Setup, you can find several tabs for different trade tool settings. Dealers can go to the Trade-in tab under Sales Setup to create a default Dealer Valuation for custom offers.

Configuring a custom dealer offer

If the dealer wants to, **a dealer can create their own trade valuation**. Dealers can enable Dealer Trade-in Valuations, through the Dealership Valuation Setup.

From here, dealers can select a special calculation (including minimum offers, maximum offers and the average offers) referencing other valuation partners.

Dealers can also select a flat-price or percentage adjustment based on the calculation selected

Once done, click Save.

Dealer Trade-In Valuation

Enable dealership's trade-in valuation by setting up a logic on the selected valuation partners



Dealership Valuation Setup

Reference Valuation Partners

Black Book ICQx

Kelley Blue Book ICQx

Base Calculation	Parameter	Value
Select	Flat Price	\$ 0.00

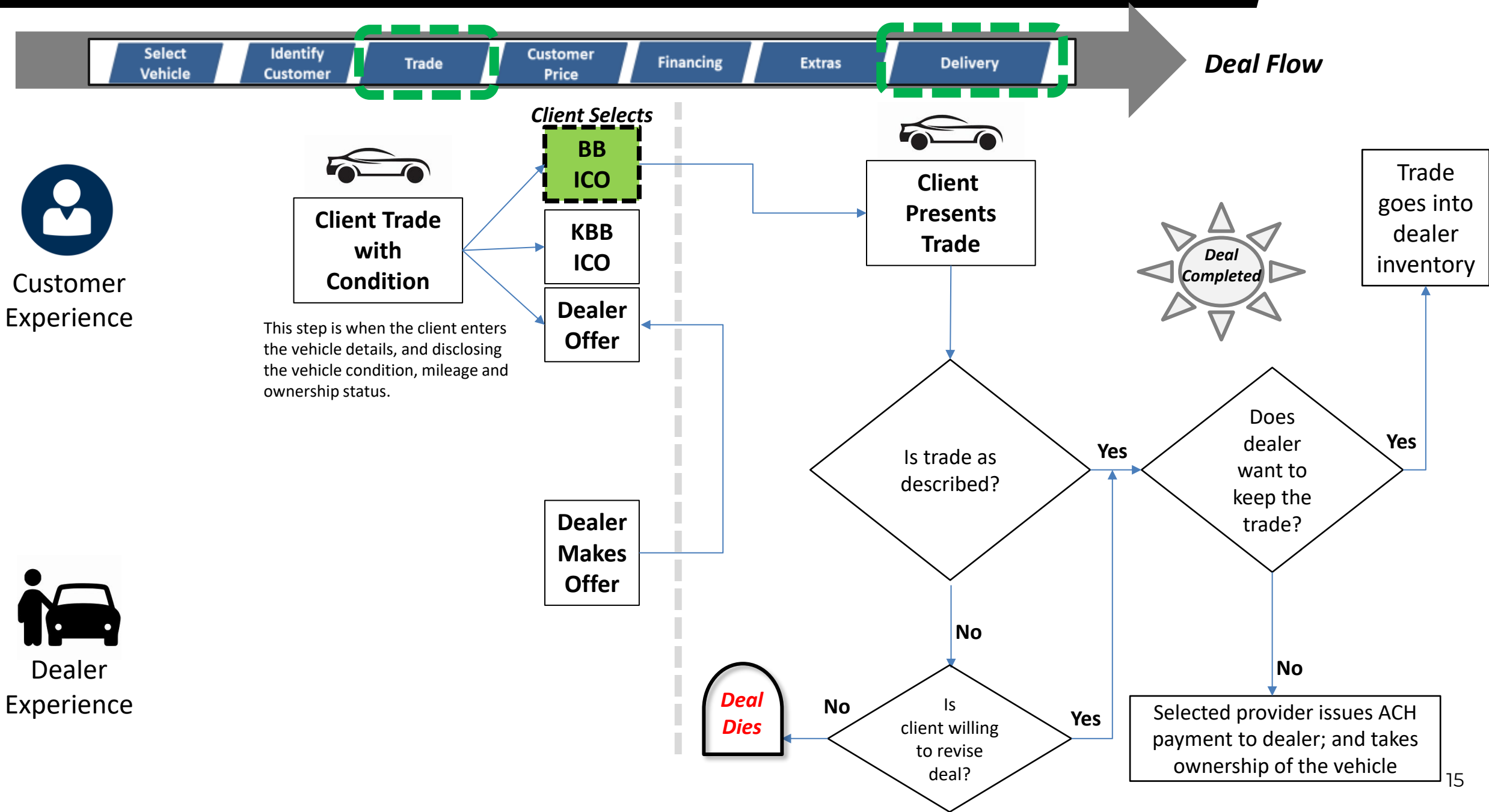
Dealer Trade-In value = Set valuation logic to see its preview

Examples of Dealer Trade-in Value Calculations:

1. Average of Reference Valuation Partners + Flat Price of \$300
2. Maximum of Reference Valuation Partners + An additional 5%



COMPLETING A TRADE IN



This section presents two ways to add a trade in:



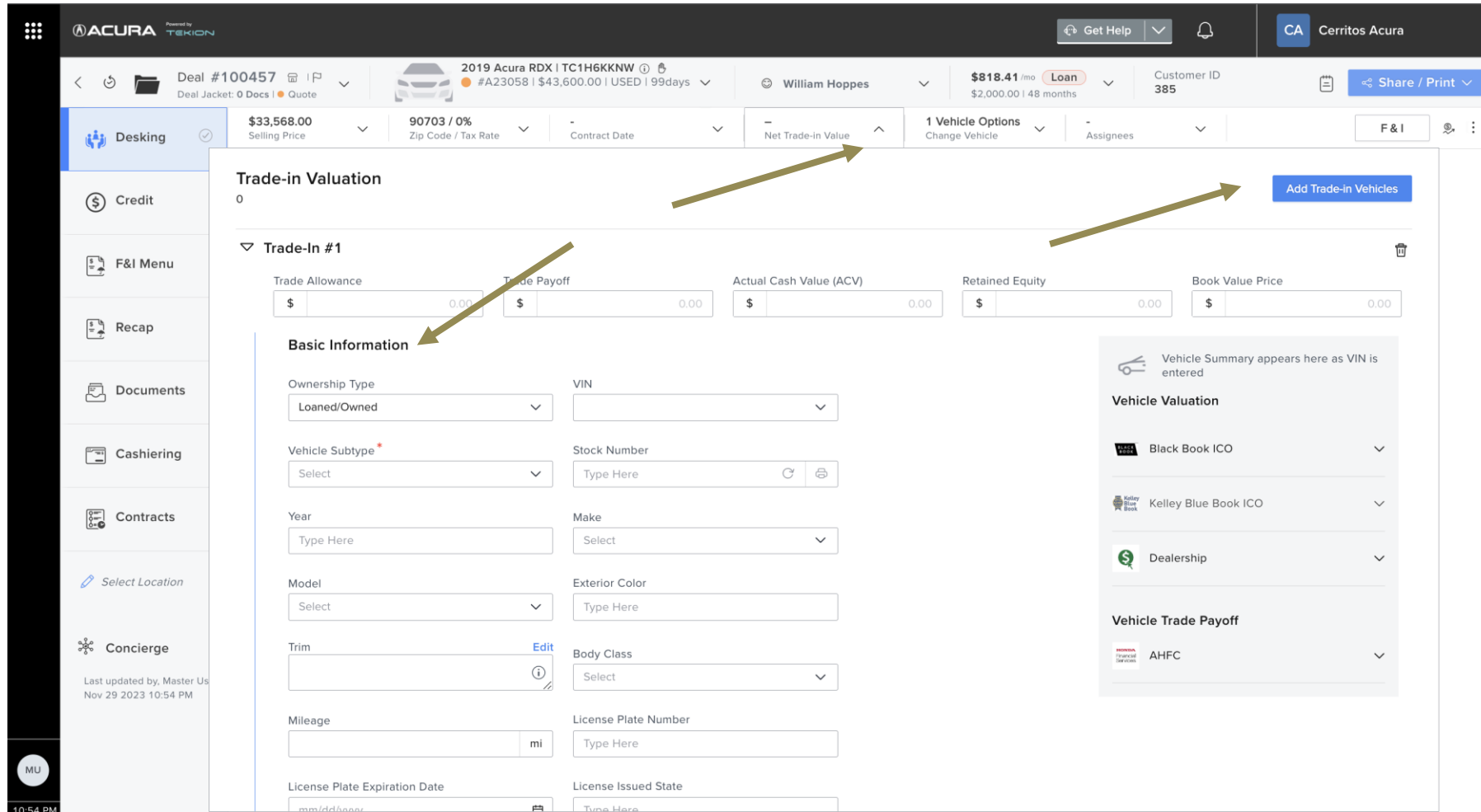
Add a trade-in using the Digital Sales Platform (DSP) on a dealer workstation (Dx).



Client Trade-In via Self Checkout on Acura.com (Cx)

1. If the **client** wants to add a trade-in, then the **sales consultant** must do an inspection of the car (if present) to confirm condition and details.
2. If the **sales consultant** is satisfied or if the client does not have the vehicle with them, then on the deals screen, the **sales consultant** adds the trade-in.
3. While adding the trade-in (Screen 1), the **sales consultant** inputs the details of the vehicle and then, chooses the provider*.
4. The client can select an Instant Cash Offer from the dealer or other providers (e.g. KBB/BlackBook)
5. The **sales consultant** gets a quote (Screen 2) from the chosen provider and then, asks about any outstanding loan balance that the client may be making on the trade-in vehicle. Note that lease payoffs are not yet available in ODSX (see AFS or other lessor).
6. The **sales consultant** adds in the payoff quote* DSP. If the lender is not available in ODSX, the dealer can refer to DealerTrack or other source and add it to the deal (Screen 3).
7. The dealer can choose to keep the trade vehicle, or get a voucher (via ACH) for the value of the vehicle and turn in the trade to the chosen ICO provider.

Screen 1 - Add a trade-in via desking screen in DSP



ACURA Powered by TEKION

Get Help

CA Cerritos Acura

Deal #100457 Deal Jacket: 0 Docs Quote

2019 Acura RDX | TC1H6KKNW #A23058 | \$43,600.00 | USED | 99days

William Hoppes

\$818.41/mo Loan \$2,000.00 | 48 months

Customer ID 385

Share / Print

Desking

\$33,568.00 Selling Price

90703 / 0% Zip Code / Tax Rate

Contract Date

Net Trade-in Value

1 Vehicle Options Change Vehicle

Assignees

F & I

Trade-in Valuation

0

Add Trade-in Vehicles

Trade-In #1

Trade Allowance \$ 0.00

Trade Payoff \$ 0.00

Actual Cash Value (ACV) \$ 0.00

Retained Equity \$ 0.00

Book Value Price \$ 0.00

Basic Information

Ownership Type: Loaned/Owned

VIN:

Vehicle Subtype: Select

Stock Number: Type Here

Year: Type Here

Make: Select

Model: Select

Exterior Color: Type Here

Trim:

Body Class: Select

Mileage:

License Plate Number: Type Here

License Plate Expiration Date:

License Issued State:

Vehicle Summary appears here as VIN is entered

Vehicle Valuation

Black Book ICO

Kelley Blue Book ICO

Dealership

Vehicle Trade Payoff

AHFC

In the DSP Dealer Portal (Dx) desking screen, the dealer can click on Add Trade-in Vehicles to add a trade-in, or click on Net Trade-In Value. The dealer can enter the vehicle information including details of the vehicle condition into DSP (based on the selected ICO provider).

Screen 2 – Choose the provider to get value

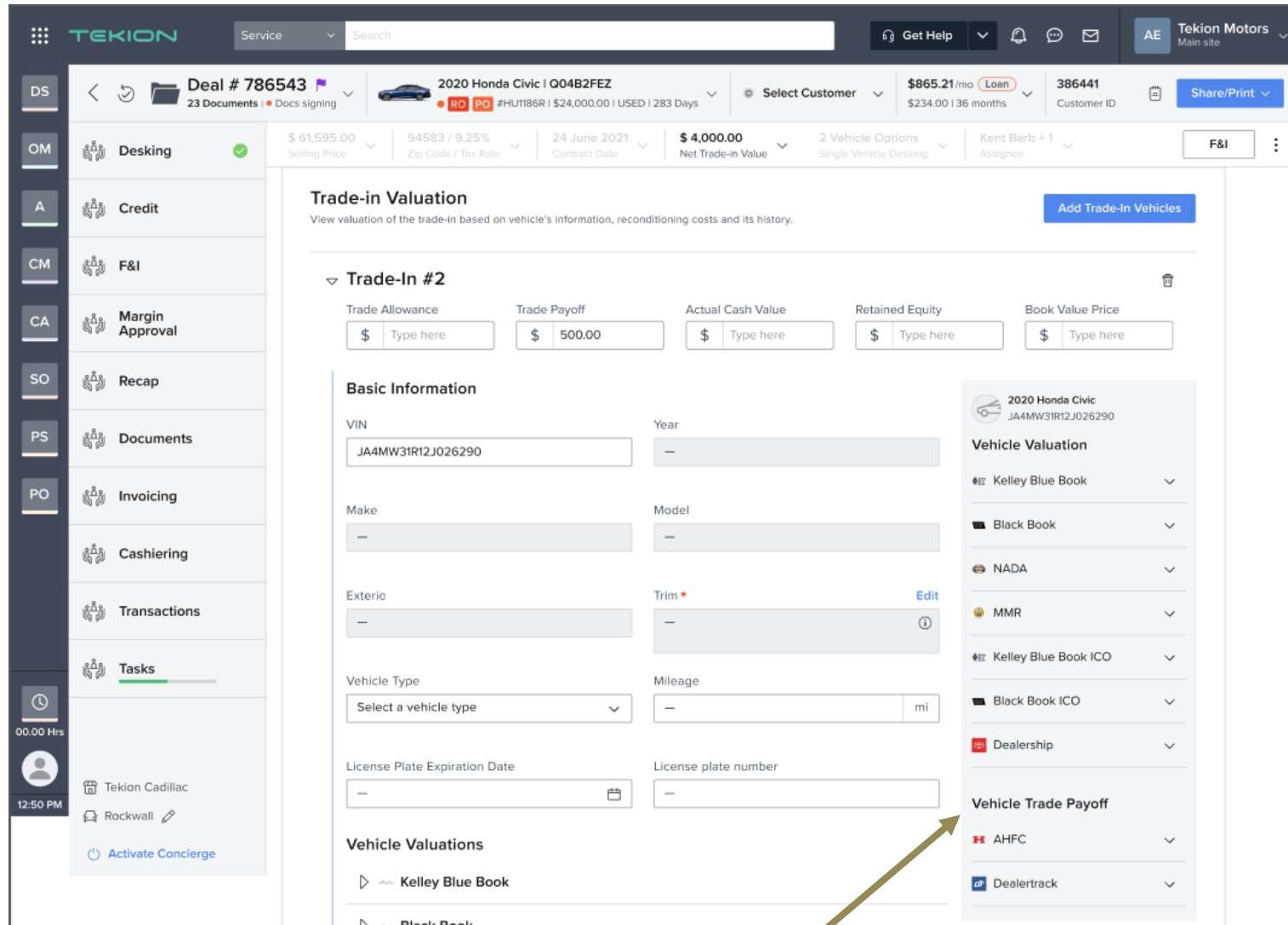
The screenshot shows the Tekion Preprodapp interface for deal #103369. The 'Trade-in Valuation' section is active, displaying fields for Trade Allowance, Trade Payoff, Actual Cash Value (ACV), Retained Equity, and Book Value Price. Below these are sections for Basic Information (Ownership Type, VIN, Vehicle Subtype, Stock Number, Year, Make, Model, Exterior Color, Trim, Body Class, Mileage, License Plate Number, License Plate Expiration Date, License Issued State) and a 'Vehicle Valuation' dropdown menu. A large black circle with the number '1' is overlaid on the right side of the form, with an arrow pointing to the 'Vehicle Valuation' dropdown menu.

The screenshot shows the Black Book ICO vehicle valuation screen for a 2012 BMW X5 (VIN 5UXZW0C59CL666725). The screen displays the vehicle information, the Black Book ICO logo, and a 'Request Valuation' button. A large black circle with the number '2' is overlaid on the right side of the screen, with an arrow pointing to the 'Request Valuation' button.

The screenshot shows the Dealertrack vehicle valuation screen for a 2012 BMW X5 (VIN 5UXZW0C59CL666725). The screen displays the vehicle information, the Dealertrack logo, and a 'Revalue' button. A large black circle with the number '3' is overlaid on the right side of the screen, with an arrow pointing to the 'Revalue' button.

1. Dealer selects the provider to get value. You can select a configured provider on the right side of the Trade-in screen on the Desking tool.
2. The dealer clicks on Request Valuation button. Additional screens might prompt you to submit more details before an Instant Cash Offer (ICO) is presented.
3. Once a valuation is ready, you can click on the selected provider to view the ICO.

Screen 3 – Choose the provider for payoff quote



On the trade-in screen, the dealer can also configure a vehicle trade payoff using AHFC, Dealertrack, or any other configured lenders within ODSX. You can find this below the ICO providers on the right side of the trade-in screen under Vehicle Valuation.

1. If the client selected a dealer with a complete ODSX implementation, the **client** could add a trade-in during Checkout (Screen 4).
2. The **client** enters the vehicle information to get an Instant Cash Offer (ICO).
3. Client selects their car ownership
 1. If it is a leased vehicle, it is not eligible for an ODSX payoff quote. The dealer must handle this manually.
 2. If it is an owned vehicle, the client proceeds with their ICO
 3. If it is a financed vehicle, the client is provided payoff quotes depending on their financing institution (Screen 5)
 - AHFC - Screen 6
 - Dealertrack supported institutions – Screen 7
 - All others (Non-AHFC and non-Dealertrack) – Screen 8
4. Client can view their Trade-in summary. It will show either a credit for the vehicle, or the amount owed to complete a trade-in* (Screen 9).
5. Dealers can adjust the value of the trade-in using DSP; the new value will be shown with an on-screen notification for the client during checkout (Screen 10).

*A client may have negative equity if they owe more on their current finance agreement than what the vehicle is worth.

 Certified Pre-Owned | CarDealer Name

Hi, John



 **2014 Acura TLX** VIN 1GNSKTKL3MR102994 • 23,000 miles

Vehicle Information

Trading in your current vehicle can help reduce the payment on your new Acura.

Step 3/4

Conditions

Did you smoke in your vehicle?

Does your vehicle have any issues that would stop us from driving it?

Does your vehicle have any issues that would stop us from driving it?

Are you still making payments on your trade-in vehicle?

Does your vehicle have any issues that would stop us from driving it?



2023 RDX · A-Spec*

Stock#: 23053A • VIN: 1GNSKTKL3MR102994

Purchase Price: **\$33,392.00**

[Vehicle Details](#)

Finance [Customize](#)

\$573.96/mo

72 months • 7.59% APR • \$4,000 down payment

 **Tachyon Motors**
65 NJ-17 suite a, Ramsey, NJ 07446
(201) 934 8200

[MOVE TO REWARDS & OFFERS →](#)

During checkout, the client can enter their Trade-in vehicle information using the Checkout Tool on the customer view of ODSX (Cx). It will ask the client questions about the condition of the vehicle.

 Certified Pre-Owned | CarDealer Name

Hi, John



2014 Acura TLX VIN 1GN5KTKL3MR102994 • 23,000 miles

Vehicle Information

Trading in your current vehicle can help reduce the payment on your new Acura.

Payments

What is your car ownership?

Leased vehicle are not eligible for trade-in. Please [contact dealership](#) for more details.

I own this vehicle

I financed this vehicle

Choose your financing institution

Select your lender

VIEW DETAILS

2021 RDX - A-Spec®

Stock#: 23053A • VIN: 1GN5KTKL3MR102994

Purchase Price: \$33,392.00

[Vehicle Details](#)

Finance

Customize

\$573.96/mo*

72 months • 7.59% APR • \$4,000 down payment

 Tachyon Motors

65 NJ-17 suite a, Ramsey, NJ 07446
(201) 934 8200

MOVE TO REWARDS & OFFERS →

In the Checkout screen, the client will also be asked about the vehicle ownership status of the trade-in. If the vehicle is currently being financed, ODSX asks the client to specify their Financing Institution.

23

2014 Acura TLX VIN 1GN5KTKL3MR102994 • 23,000 miles

Vehicle Information

• • • • • Step 3/4

\$

Payments

What is your car ownership?

☐ Leased vehicle are not eligible for trade-in. Please [contact dealership](#) for more details.

☐ I own this vehicle

☐ I financed this vehicle

Choose your financing institution

American Honda Finance Corporation

☒

By checking this box, I authorize American Honda Finance Corporation to provide my payoff quote to the dealer. Select Move to Rewards & Offers below if you do not authorize American Honda Finance Corporation to share this this information.

Your payment amount remaining is

\$2,240.50

Good through: June 12, 2024



2021 RDX - A-Spec®

Stock#: 23053A - VIN: 1GN5KTKL3MR102994

Purchase Price: **\$33,392.00** ⓘ

[Vehicle Details](#)

[Finance](#)
[Customize](#)

\$573.96/mo*

72 months - 7.59% APR - \$4,000 down payment



Tachyon Motors

65 NJ-17 suite a, Ramsey, NJ 07446

(201) 934 8200

24

ACURA Certified Pre-Owned | CarDealer Name | Hi, John

2014 Acura TLX VIN 1GNSKTKL3MR102994 • 23,000 miles

Vehicle Information

Step 3/4

Payments

What is your car ownership?

☐ Leased vehicle are not eligible for trade-in. Please [contact dealership](#) for more details.

☐ I own this vehicle ☐ I financed this vehicle

Choose your financing institution

AmeriCU Credit Union

Hang tight! Fetching your form from the lender. Thanks for your patience.

[VIEW DETAILS](#)

2021 RDX - A-Spec*
 Stock#: 23053A • VIN: 1GNSKTKL3MR102994
 Purchase Price: \$33,392.00
 Vehicle Details

Finance [Customize](#)
\$573.96/mo*
 72 months • 7.59% APR • \$4,000 down payment

Tachyon Motors
 65 NJ-17 suite a, Ramsey, NJ 07446
 (201) 934 8200

[MOVE TO REWARDS & OFFERS →](#)

ACURA Certified Pre-Owned | CarDealer Name | Hi, John

2014 Acura TLX VIN 1GNSKTKL3MR102994 • 23,000 miles

Vehicle Information

Step 3/4

Payments

What is your car ownership?

☐ Leased vehicle are not eligible for trade-in. Please [contact dealership](#) for more details.

☐ I own this vehicle ☐ I financed this vehicle

Choose your financing institution

AmeriCU Credit Union

Enter your account number Enter the last 4 digits of your SSN [Why SSN?](#)

1234 1732

☒ By checking this box, I authorize <placeholder> to provide my payoff quote to the dealer. Select Move to Rewards & Offers below if you do not authorize <placeholder> Finance Corporation to share this this information.

Your payment amount remaining is

Your payment amount remaining is

\$2,240.50 Good through: June 12, 2024

2021 RDX - A-Spec*
 Stock#: 23053A • VIN: 1GNSKTKL3MR102994
 Purchase Price: \$33,392.00
 Vehicle Details

Finance [Customize](#)
\$573.96/mo*
 72 months • 7.59% APR • \$4,000 down payment

Tachyon Motors
 65 NJ-17 suite a, Ramsey, NJ 07446
 (201) 934 8200

[MOVE TO REWARDS & OFFERS →](#)

Also in the payments screen, the Banking Institution selector includes all banks that DealerTrack that can currently support.

ACURA

Certified Pre-Owned

CarDealer Name

Hi, John

2014 Acura TLX VIN 1GNSKTKL3MR102994 • 23,000 miles

Vehicle Information

Step 3/4

Payments

What is your car ownership?

Leased vehicle are not eligible for trade-in. Please [contact dealership](#) for more details.

I own this vehicle

I financed this vehicle

Choose your financing institution

Other

Enter the name of your financing institution

ABCDXYZ Financing

Enter your remaining payment amount below

\$ 12,345.67

Dealer verification needed

NEXT STEP

2021 RDX • A-Spec®

Stock#: 23053A • VIN: 1GNSKTKL3MR102994

Purchase Price: \$33,392.00

[Vehicle Details](#)

Finance

Customize

\$573.96/mo*

72 months • 7.59% APR • \$4,000 down payment

Tachyon Motors

65 NJ-17 suite a, Ramsey, NJ 07446

(201) 934 8200

MOVE TO REWARDS & OFFERS →

26

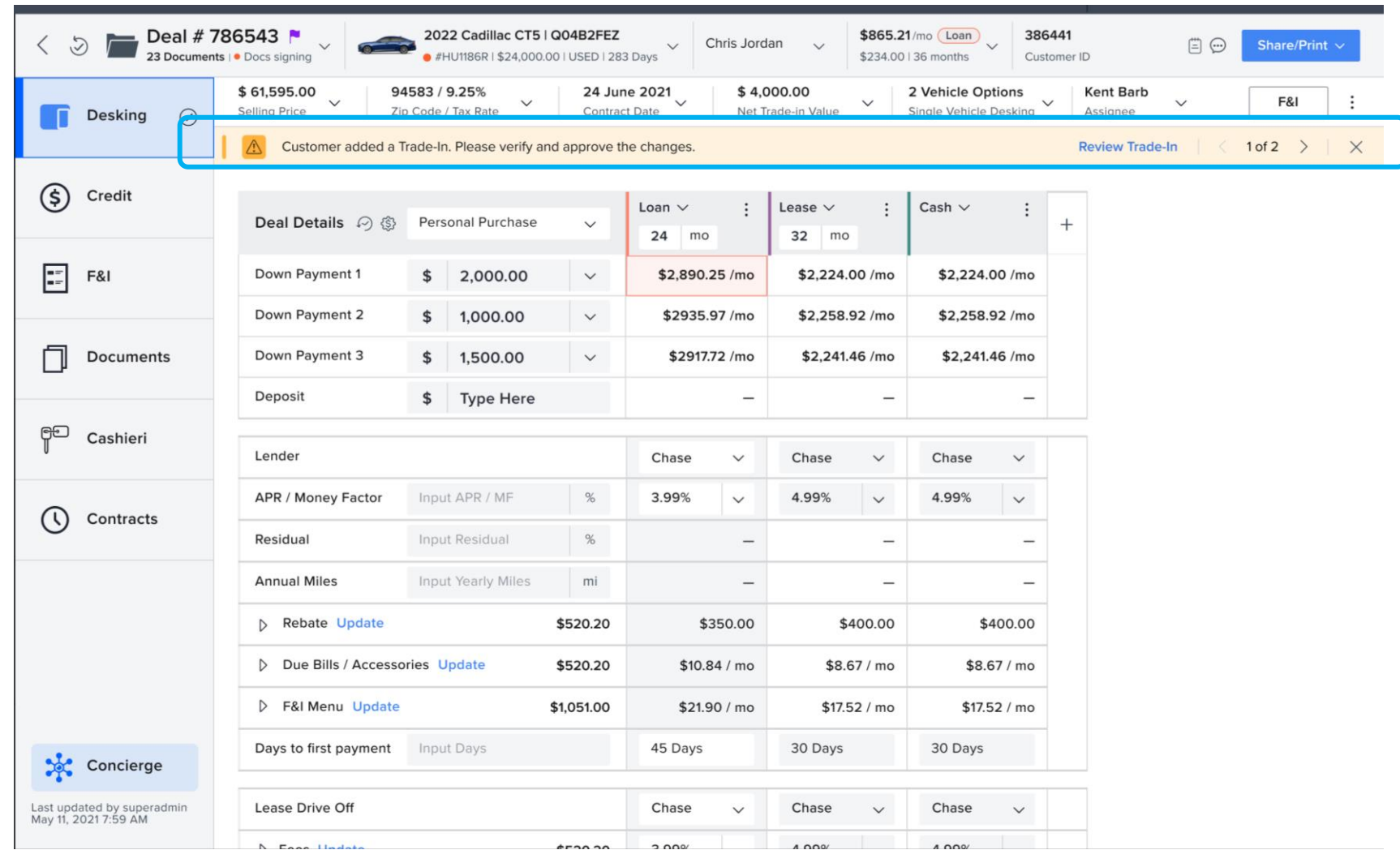
*A client may have negative equity if they owe more on their current finance agreement than what the vehicle is worth. The negative equity will need to be paid off if the client wants to trade-in their vehicle and obtain financing.

This shows an example of how a dealer might update their trade-in offer when working with a client making an online deal. Any changes on the Dx (Dealer View) should show up on the Cx (Client Checkout View).

Screen 11 – Trade-in Notification on the Desking Screen

Starting January 2025, A banner notification will be added to DX near the upper part of the desking screen in the dealer view of ODSX to alert dealers to customer entered trade-in values.

This includes a call to action to "Review Trade-In" button for easy verification.



The screenshot displays the Acura ODSX Desking Screen for Deal # 786543. A yellow banner notification at the top states: "Customer added a Trade-In. Please verify and approve the changes." with a "Review Trade-In" button and a "1 of 2" indicator. The screen is divided into a left sidebar with navigation icons for Desking, Credit, F&I, Documents, Cashier, Contracts, and Concierge. The main area shows deal details for a 2022 Cadillac CT5, including a selling price of \$61,595.00, a net trade-in value of \$4,000.00, and a loan/lease option. Below this is a table for Deal Details, showing various payment and rebate information for Personal Purchase, Loan, Lease, and Cash options.

Deal Details	Personal Purchase	Loan	Lease	Cash
Down Payment 1	\$ 2,000.00	\$2,890.25 /mo	\$2,224.00 /mo	\$2,224.00 /mo
Down Payment 2	\$ 1,000.00	\$2935.97 /mo	\$2,258.92 /mo	\$2,258.92 /mo
Down Payment 3	\$ 1,500.00	\$2917.72 /mo	\$2,241.46 /mo	\$2,241.46 /mo
Deposit	Type Here	—	—	—

Lender	Chase	Chase	Chase
APR / Money Factor	3.99%	4.99%	4.99%
Residual	—	—	—
Annual Miles	—	—	—
Rebate	\$520.20	\$350.00	\$400.00
Due Bills / Accessories	\$520.20	\$10.84 / mo	\$8.67 / mo
F&I Menu	\$1,051.00	\$21.90 / mo	\$17.52 / mo
Days to first payment	45 Days	30 Days	30 Days

Lease Drive Off	Chase	Chase	Chase
Lease Drive Off	Chase	Chase	Chase



ADDITIONAL SUPPORT AND FAQs

Is having both KBB and BlackBook mandatory?

Yes, to ensure the best client experience, both providers are mandatory. Refer to the Dealer Operations Manual for details.

What if the dealer does not agree with the value of the trade they see from the trade provider?

If the client correctly answered the questions in the trade portion of the transaction, the selected trade tool provider will buy the vehicle from the dealership at the price shown.

What happens if the client misrepresents the trade?

Dealer will see the trade in at the dealer portal (DSP) as soon as the client applies it during checkout.

If the client doesn't check out all the way and goes in-store, the dealer can appraise the vehicle to confirm what's in the system and make any adjustments at that point.

If the client transacted all the way, and the client is found to misrepresent the trade, please contact your trade tool provider:

- For KBB: Email cai.icooperations@coxautoinc.com
or call dealer support: 1-877-547-7780
- For Black Book: Email hondago@openlane.com

Can I change the price of the trade shown?

Yes, you can adjust the trade via the ODSX Dealer Portal



Frequently Asked Questions

How accurate are these appraisals?

In contrast to a sales department or a used car manager, these companies price hundreds of thousands of cars per month and are expert in assessing their value.

What if I have additional questions?

Visit the ODSX Program Resources in the iN, email ODSX@ahm.acura.com, or contact your District Sales Manager

ODSX-enabled dealers will be invited to an optional, weekly ODSX Dealer Support Webinars starting Feb 14. Details will be provided via iN

