ODSX Trade Tool Guide

Last Updated: 1/27/2025

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Trade-ins on ODSX

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).

How Do Trade-Ins Work in ODSX?

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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).

Key Benefits of Trade-ins in ODSX

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- 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

Requirements

- 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.

- 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.

Enrollment – Black Book (managed by OpenLane)

- 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.

* 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

Enrollment – Kelly Blue Book (managed by Cox)

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- 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 contact, 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.icooperations@coxautoinc.com
  - Or your KBB ICO Sales Team Representative

FAQs – Kelley Blue Book (managed by Cox Automotive)

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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.

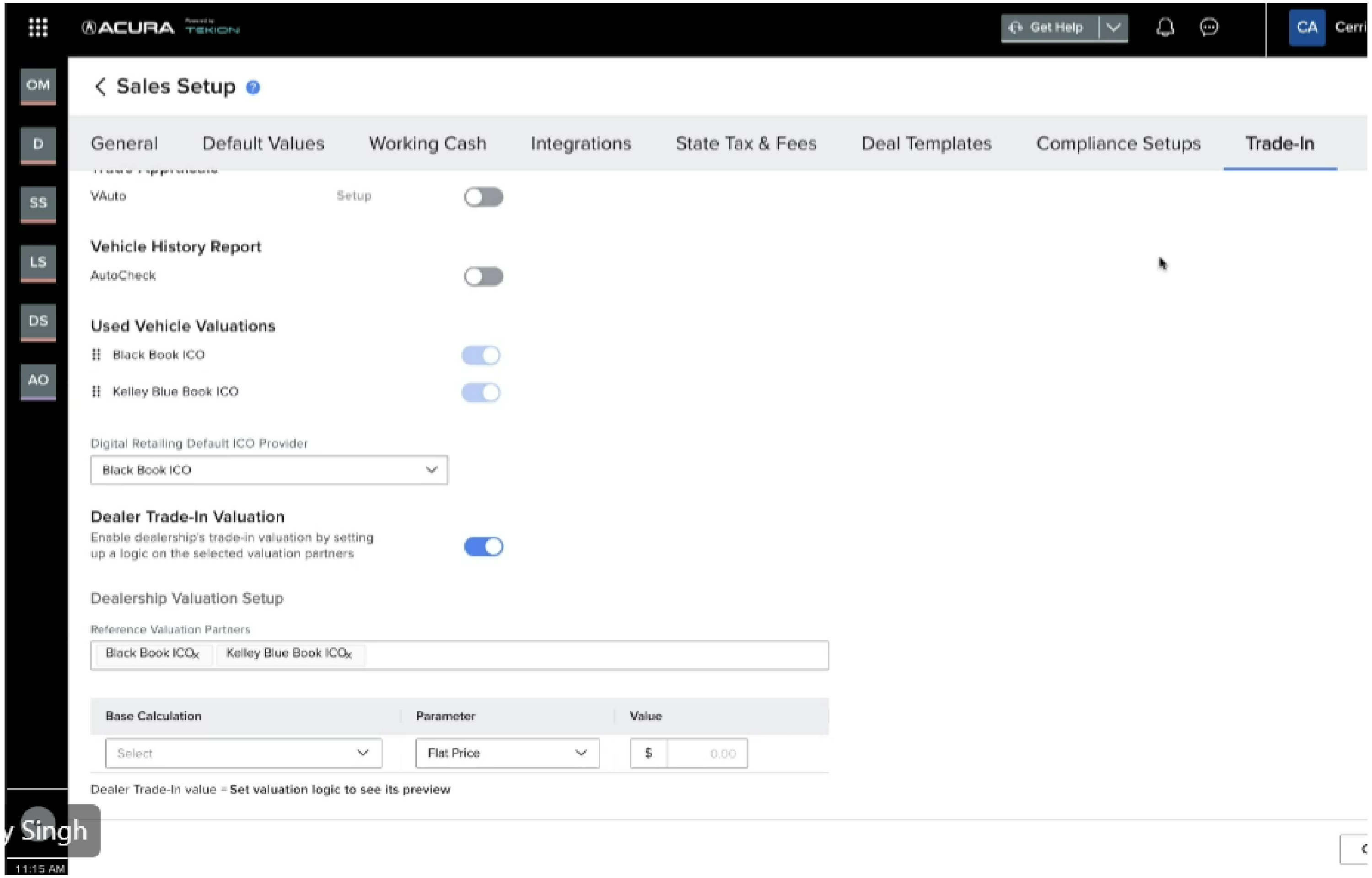
- *Remember that if you sell at auction, you have seven (7) calendar days starting to schedule and deliver the vehicle to an auction location.*
- *Note: Vehicles that are confirmed with a Condition Tier Selection other than*
- *Excellent are not eligible for auction.*

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/

Configuring Trade Tools on ODSX

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 Trade Tools on ODSX

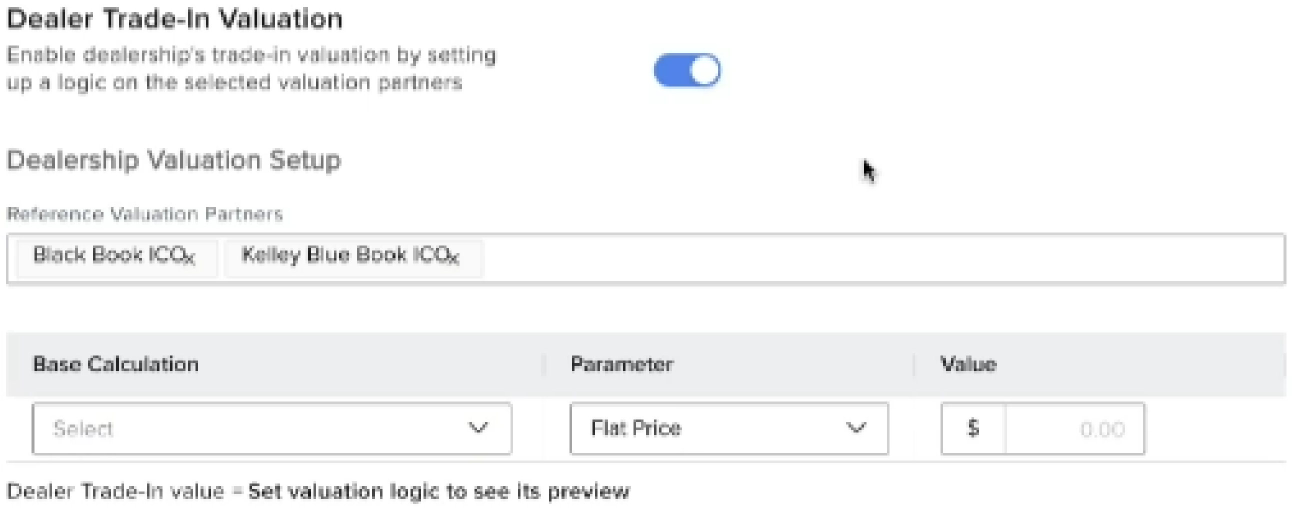
Configuring a custom dealer offer

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.

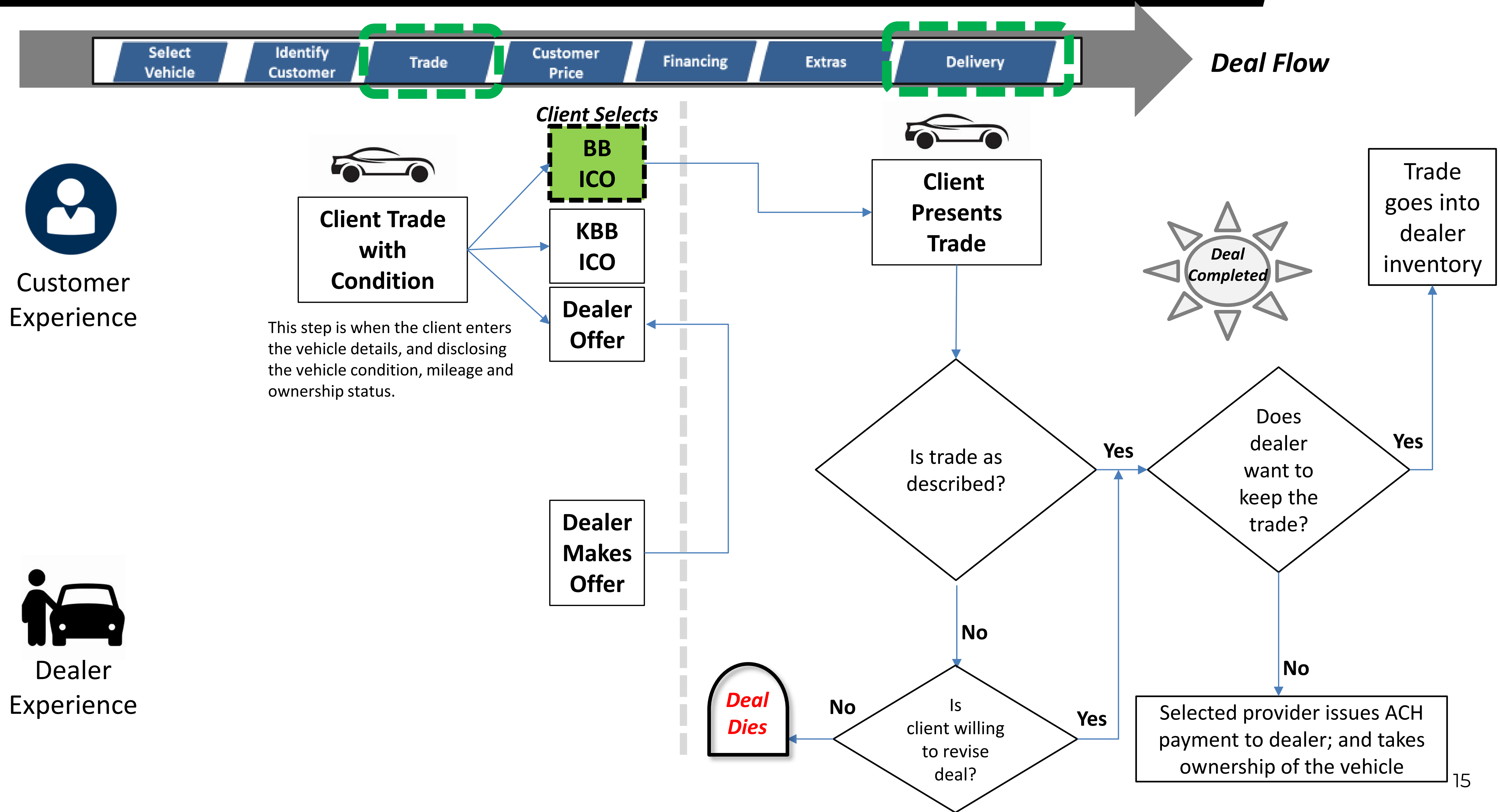


Examples of Dealer Trade-in Value Calculations:

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

COMPLETING A TRADE IN

ODSX - Trade Illustration



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)

Completing a Trade-In (Using DSP / Dealer View /Dx)

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)

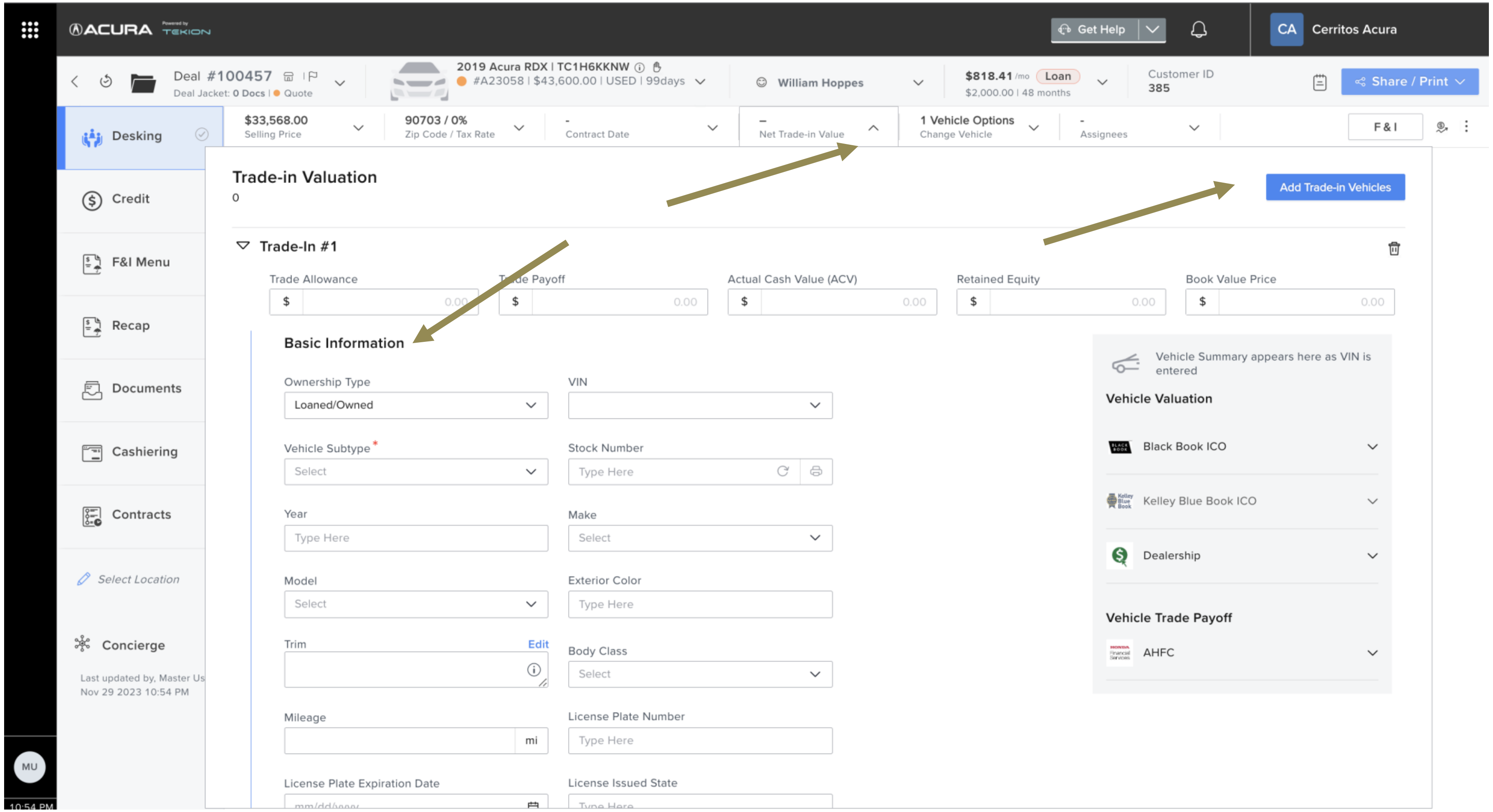
5. The **sales consultant** gets a quote (Screen 2) from the chosen provider and then, asks about any outstanding loan balance that the client may be making on the trade-in vehicle. Note that lease payoffs are not yet available in ODSX (see AFS or other lessor).

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.

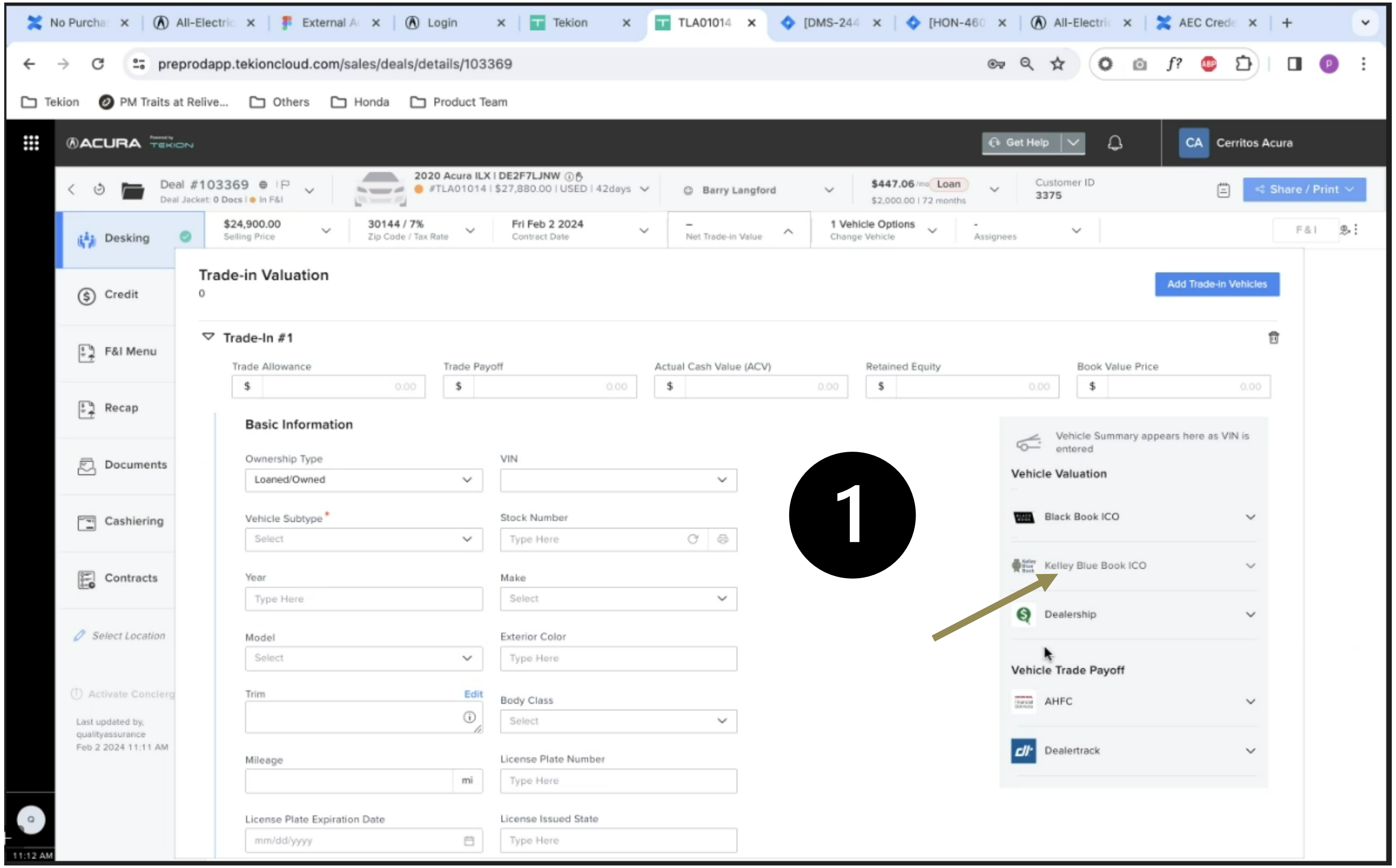
NOTES:
* Initial 2.1 March release

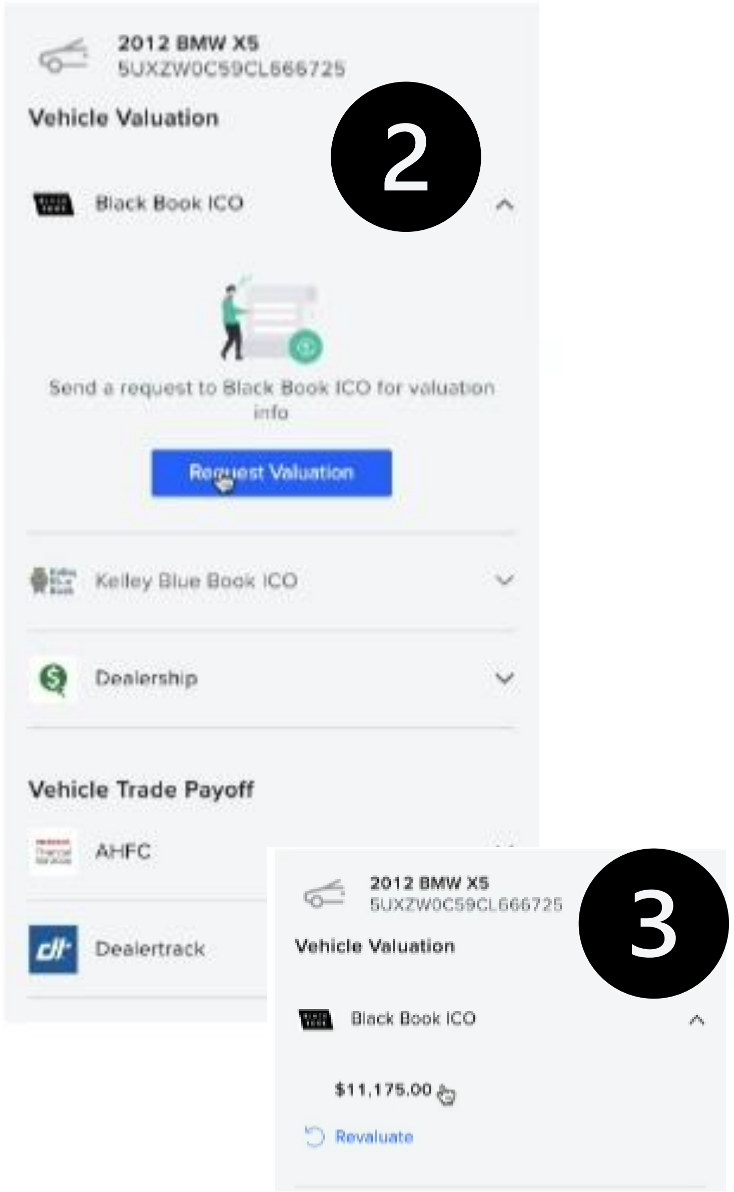
Screen 1 - Add a trade-in via desking screen in DSP



In the DSP Dealer Portal (Dx) descking 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).

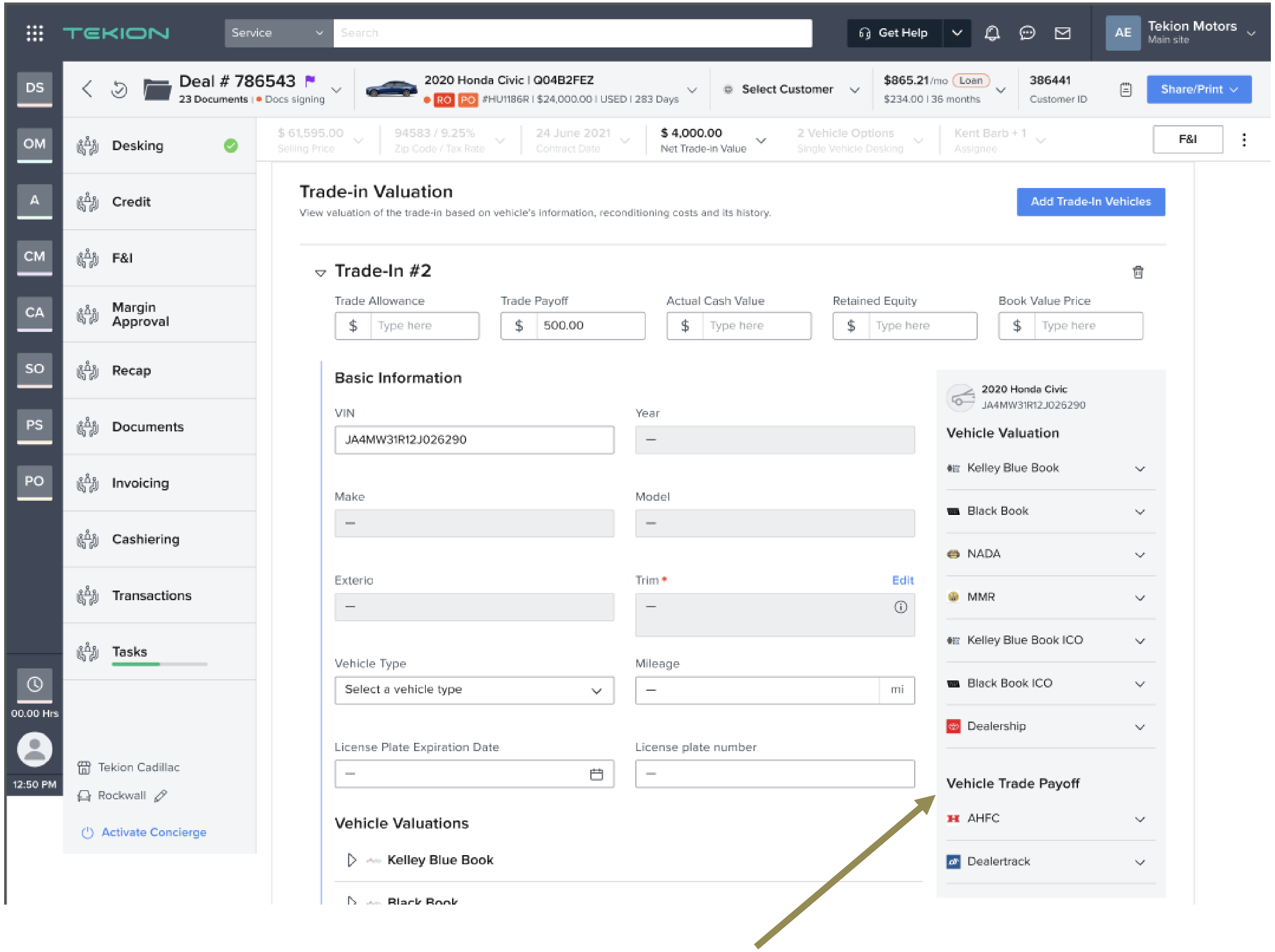
Screen 2 – Choose the provider to get value





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.

Completing a Trade-In (Client Checkout View)

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).

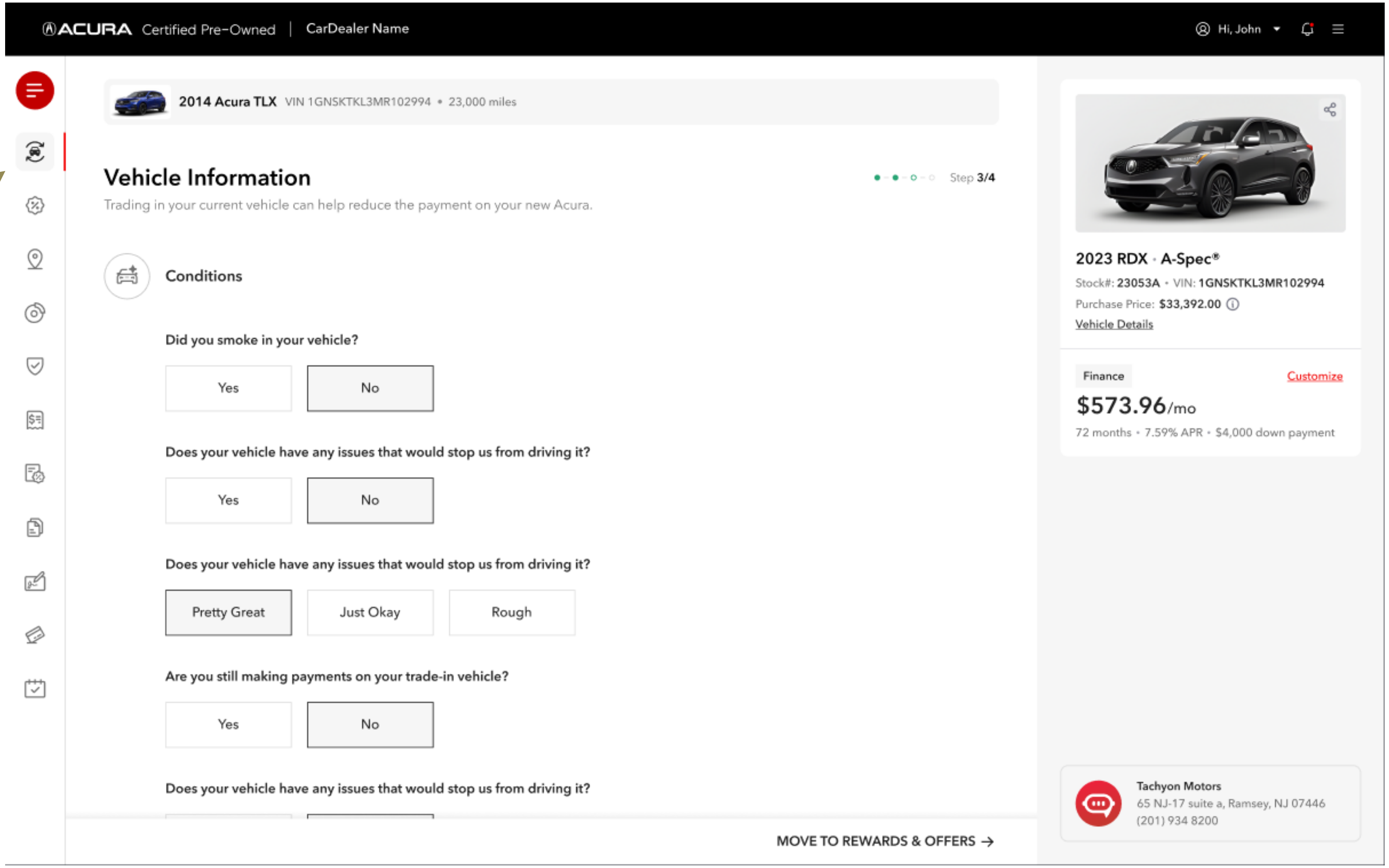
3. Client selects their car ownership
    1. If it is a leased vehicle, it is not eligible for an ODSX payoff quote. The dealer must handle this manually.
    2. If it is an owned vehicle, the client proceeds with their ICO
    3. If it is a financed vehicle, the client is provided payoff quotes depending 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).

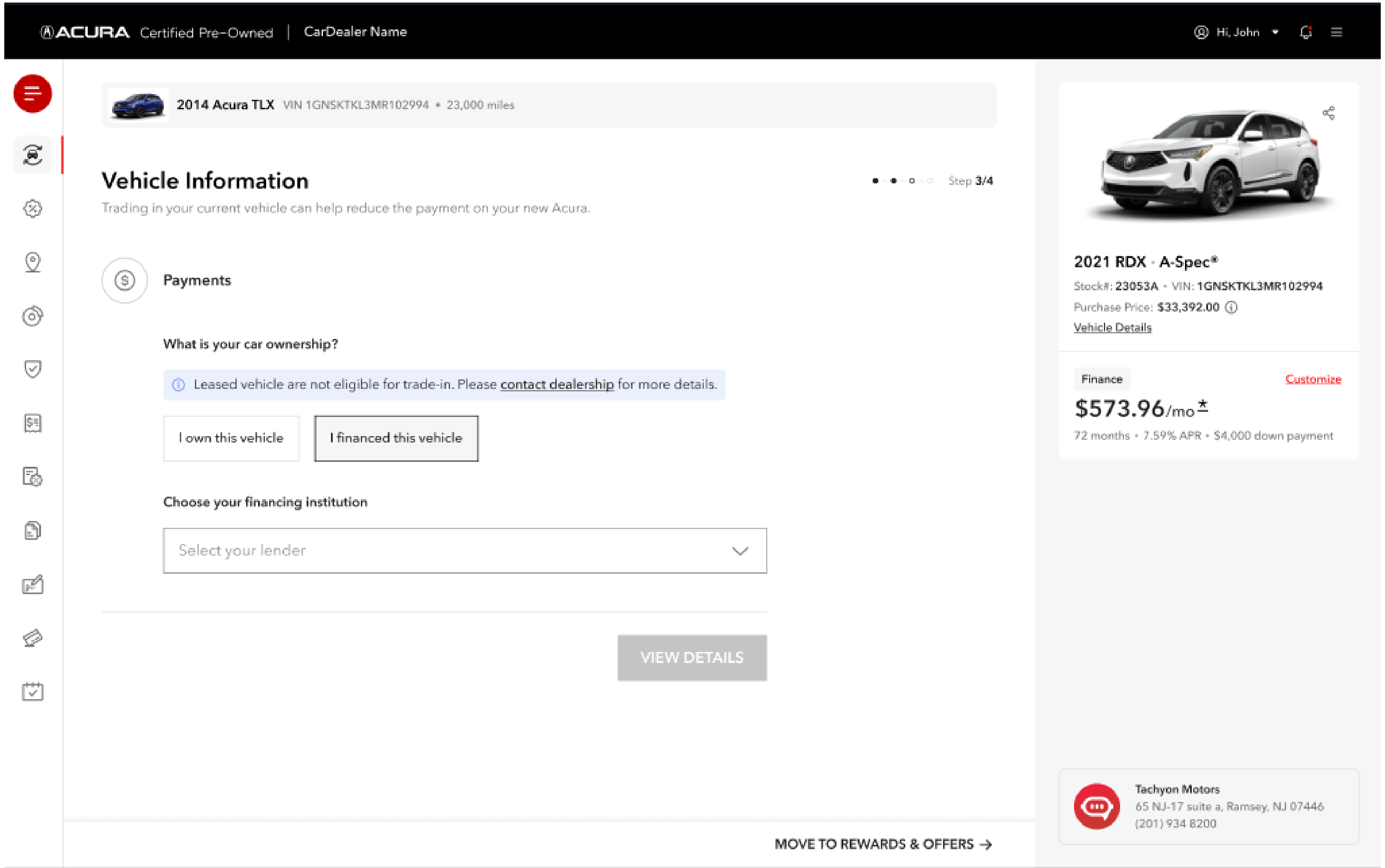
*A client may have negative equity if they owe more on their current finance agreement than what the vehicle is worth.

Screen 4 - Trade-In – Vehicle Information



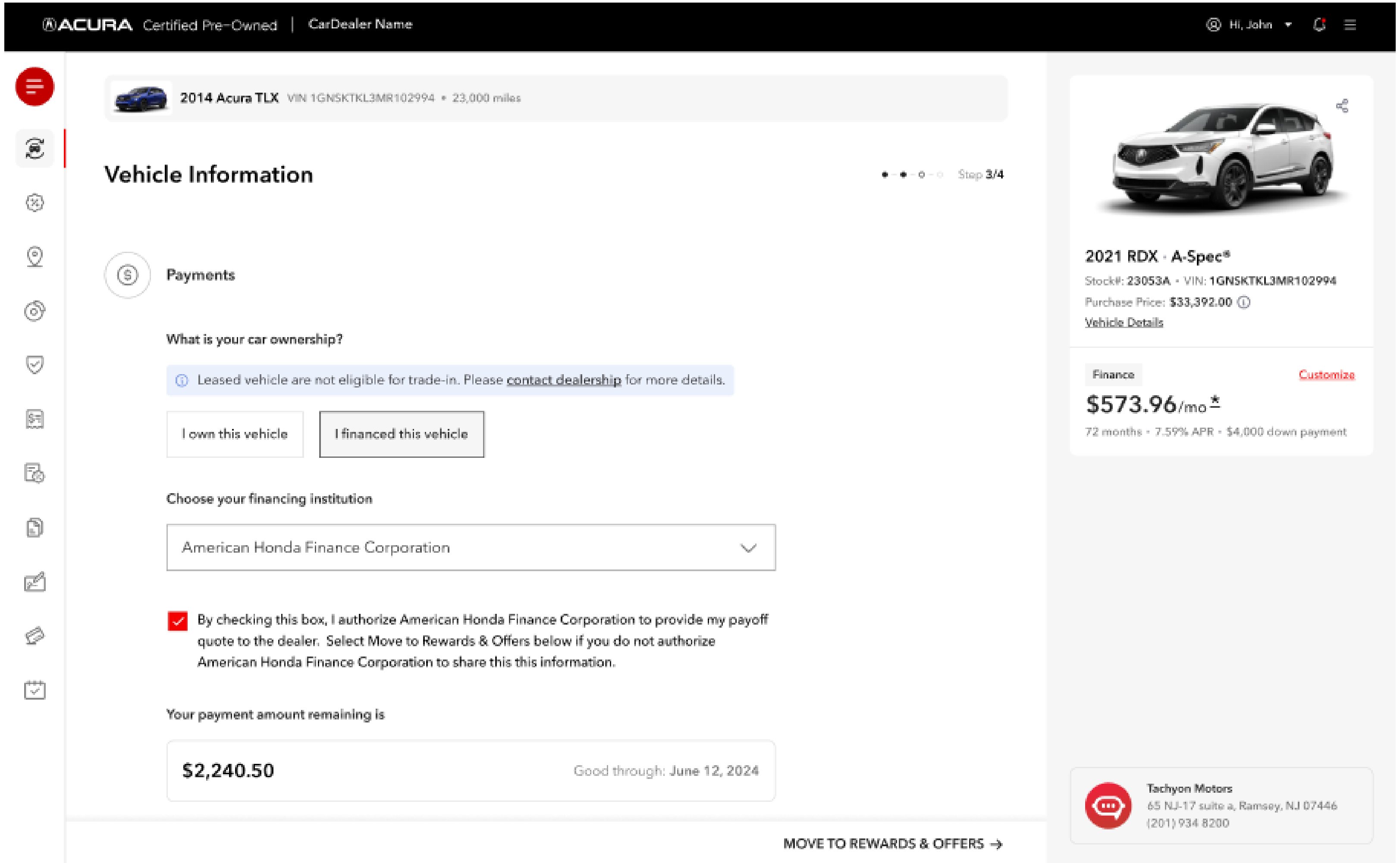
During checkout, the client can enter their Trade-in vehicle information using the Checkout Tool on the customer view of ODSX (Cx). It will ask the client questions about the condition of the vehicle.

Screen 5 – Trade-In – Payoff Quote – Finance



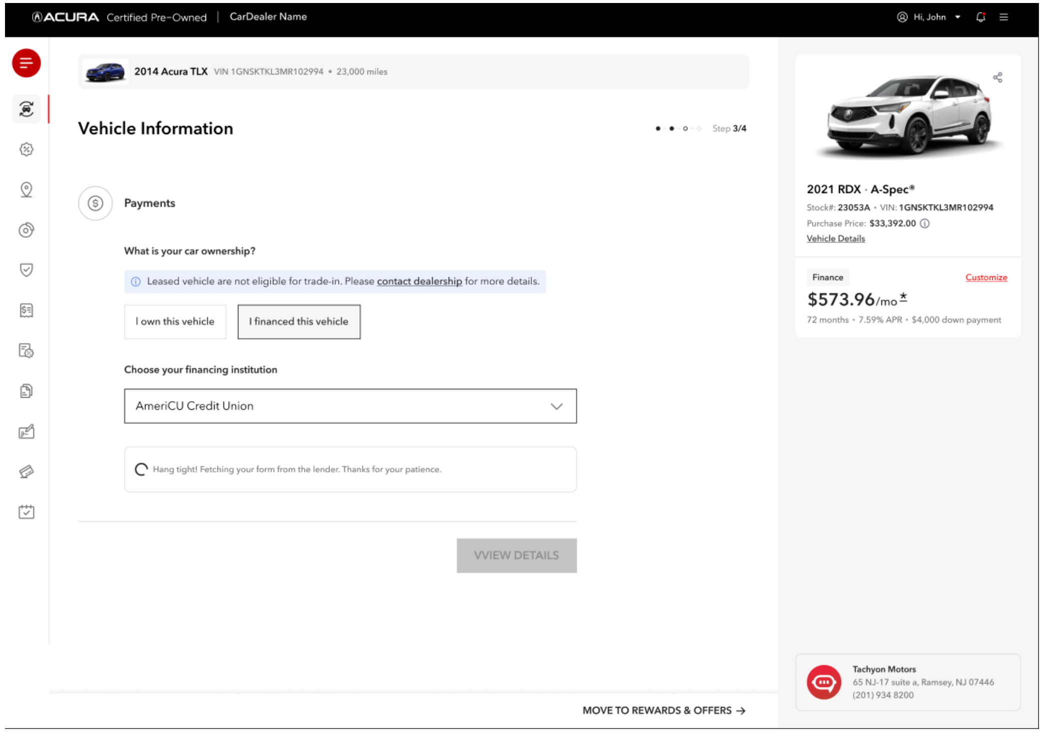
In the Checkout screen, the client will also be asked about the vehicle ownership status of the trade-in. If the vehicle is currently being financed, ODSX asks the client to specify their Financing Institution.

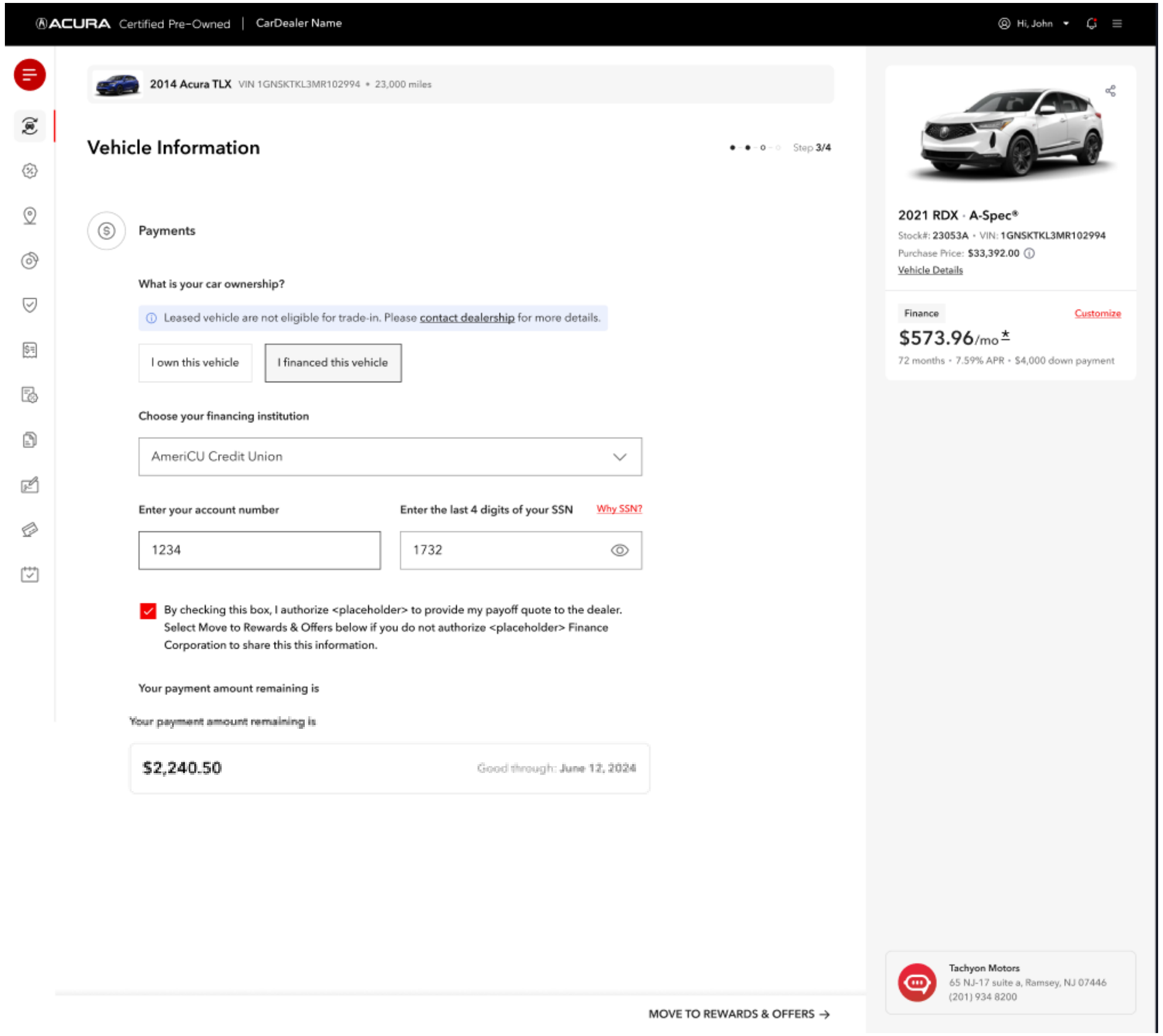
Screen 6 – Trade-In – Payoff Quote – Finance (AHFC)



If the vehicle is currently being financed, ODSX asks the client to specify their Financing Institution. A payment amount is automatically shown if the vehicle is financed through American Honda Finance Corporation (AHFC).

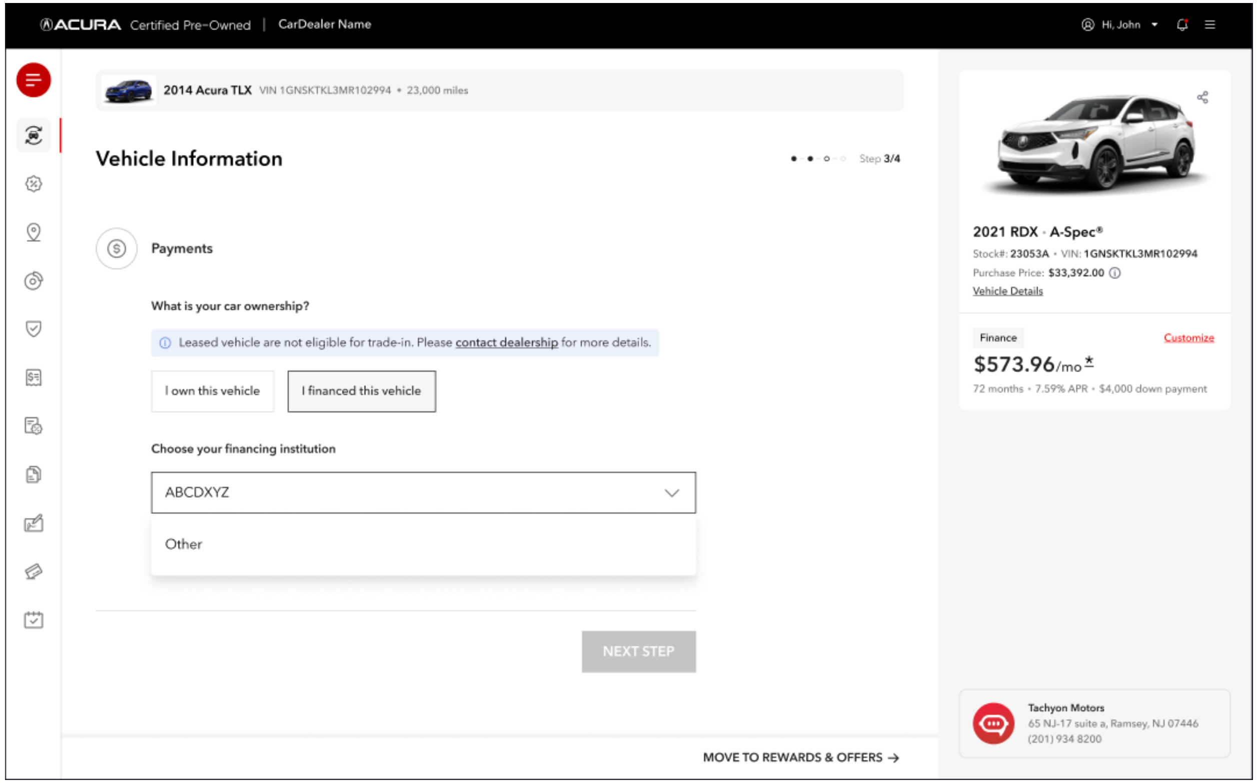
Screen 7 – Trade-In – Payoff Quote – Finance (non-AHFC)

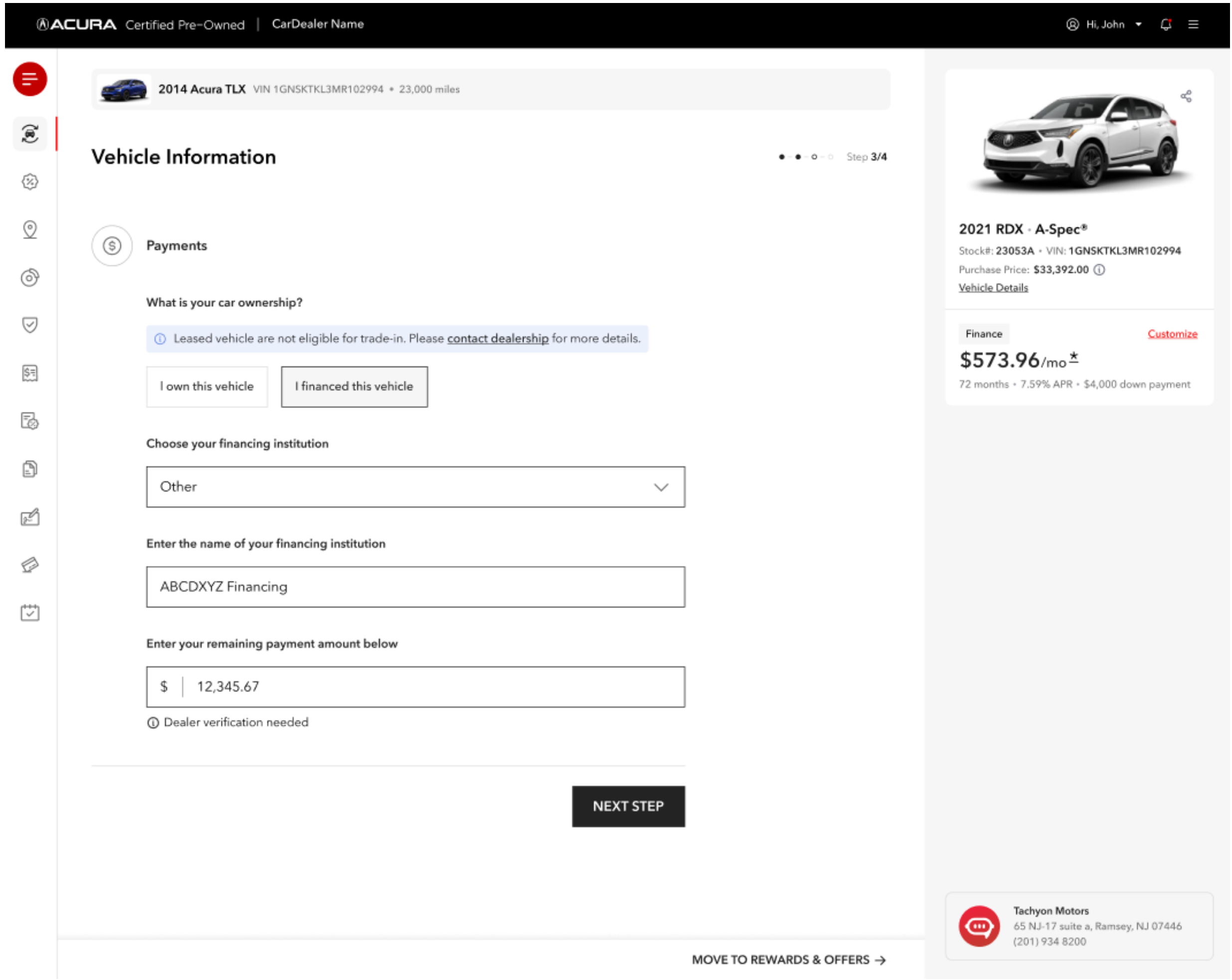




Also in the payments screen, the Banking Institution selector includes all banks that DealerTrack that can currently support.

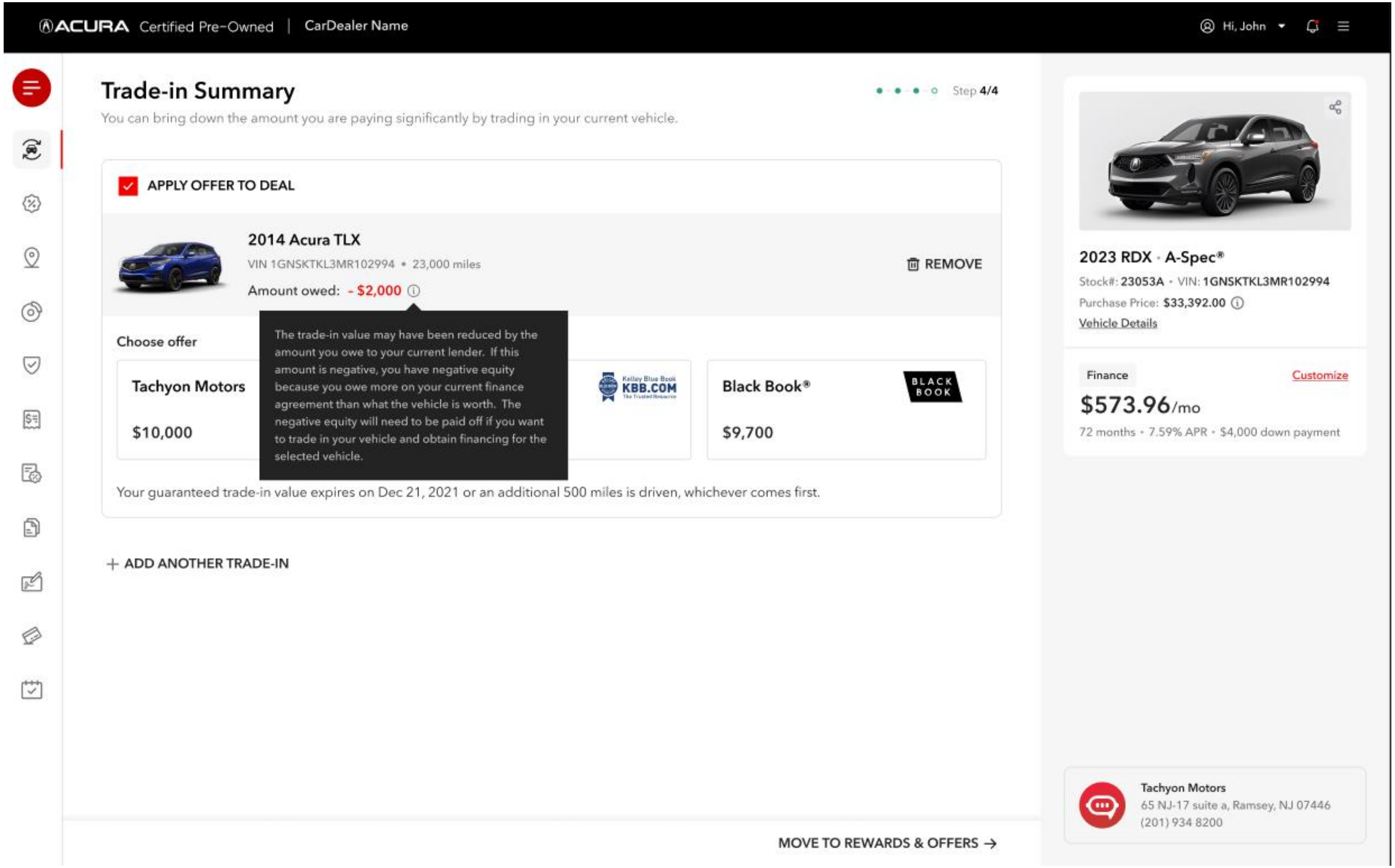
Screen 8 – Trade-In – Payoff Quote – Finance (other)





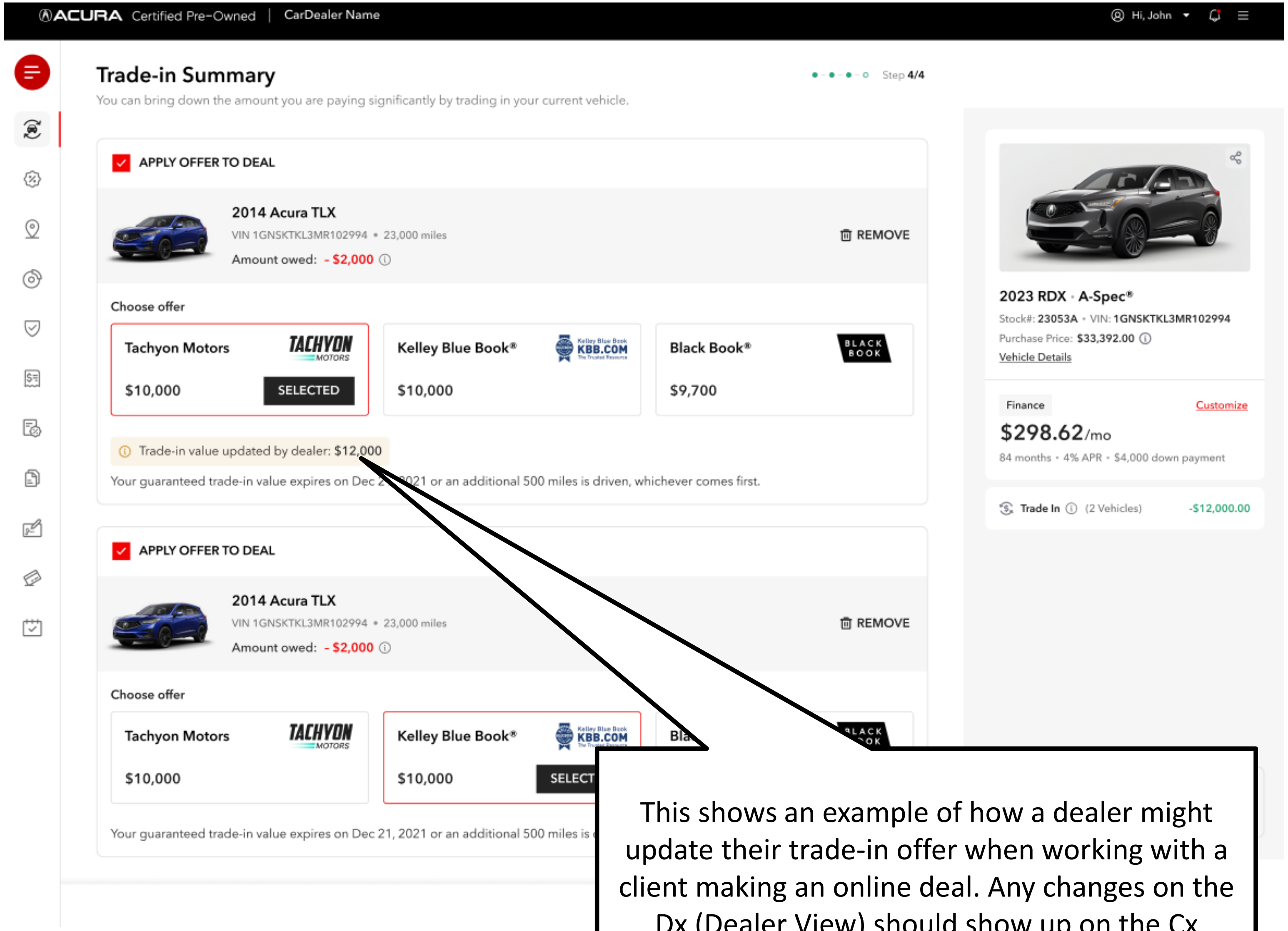
In some cases where the trade is financed by non-Dealertrack and non-AHFC institutions, clients can select "Other". Dealer verification will be needed for these scenarios.

Screen 9 – Trade-In – Summary



*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.

Screen 10 – Trade-In – Summary – Dealer Updates Deal



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

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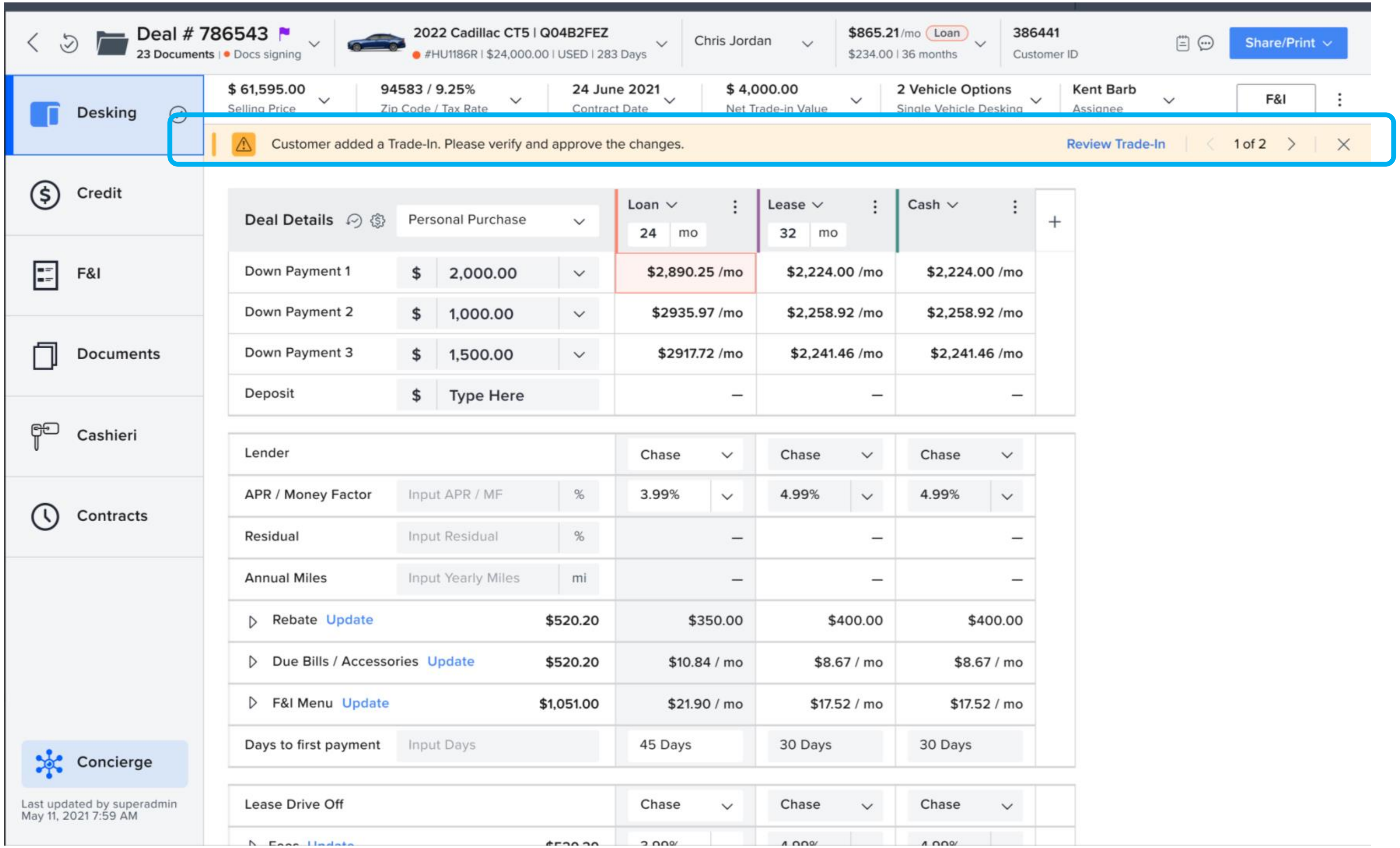
Starting January 2025, A banner notification will be added to DX near the upper part of the desking screen in the dealer view of ODSX to alert dealers to customer entered trade-in values.

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



ADDITIONAL SUPPORT AND FAQs

Frequently Asked Questions

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