US009691095B2

(12) **United States Patent**
McCluskey

(10) **Patent No.: US 9,691,095 B2**
(45) **Date of Patent: Jun. 27, 2017**

(54) **SYSTEM FOR IMPROVING A SEARCHABLE VEHICLE DATABASE OF AGGREGATE VEHICLE DATA**

(71) Applicant: **Keith P. McCluskey**, Cincinnati, OH (US)

(72) Inventor: **Keith P. McCluskey**, Cincinnati, OH (US)

(73) Assignee: **MCCLUSKEY CHEVROLET, INC.**, Cincinnati, OH (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 760 days.

(21) Appl. No.: **13/838,439**

(22) Filed: **Mar. 15, 2013**

(65) **Prior Publication Data**

US 2014/0143095 A1 May 22, 2014

Related U.S. Application Data

(60) Provisional application No. 61/728,042, filed on Nov. 19, 2012.

(51) **Int. Cl.**

G06Q 30/00	(2012.01)
G06Q 30/06	(2012.01)
G06Q 10/08	(2012.01)
G06Q 30/08	(2012.01)

(52) **U.S. Cl.**

CPC ***G06Q 30/0627*** (2013.01); ***G06Q 10/087*** (2013.01); ***G06Q 30/0603*** (2013.01); ***G06Q 30/0605*** (2013.01); ***G06Q 30/0619*** (2013.01); ***G06Q 30/08*** (2013.01)

(58) **Field of Classification Search**

CPC G06Q 30/0601–30/0643; G06Q 30/08

See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

2003/0130966	A1 *	7/2003	Thompson	G06Q 99/00 705/500
2005/0228736	A1	10/2005	Norman et al.	
2007/0016513	A1 *	1/2007	Kelly	G06Q 30/0641 705/37
2007/0038522	A1 *	2/2007	Bell	G06Q 30/06 705/26.8
2008/0103943	A1	5/2008	Williams et al.	
2010/0217616	A1 *	8/2010	Colson	G06Q 30/0271 705/1.1
2011/0119158	A1	5/2011	Gladstone	

OTHER PUBLICATIONS

"The Art of the Deal: How to Haggle for a Used Car". Elisabeth Leamy and Vanessa Weber. Oct. 11, 2010. ABC News.*

* cited by examiner

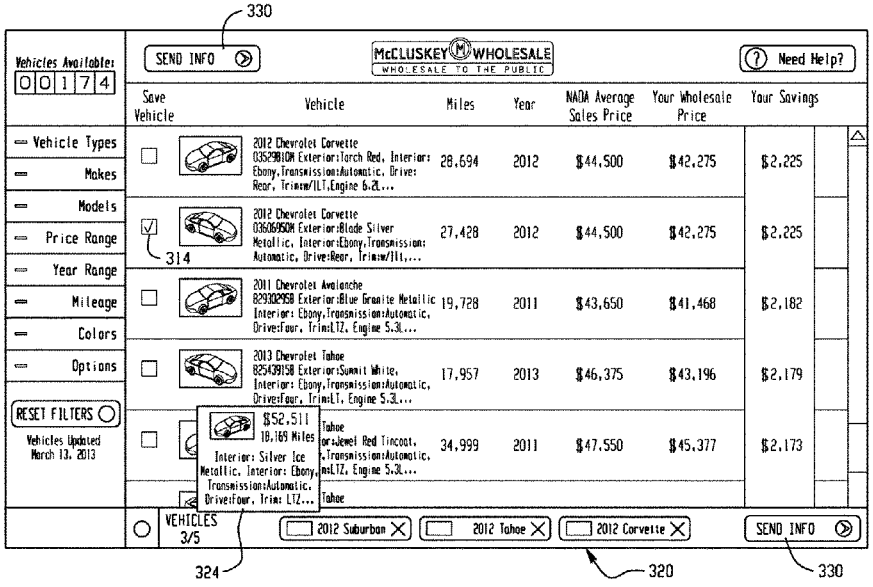
Primary Examiner — William Allen

(74) *Attorney, Agent, or Firm* — Thompson Hine LLP

(57) **ABSTRACT**

A computerized system collects used vehicle data regarding vehicles available for sale from numerous sources (e.g., as from a vehicle auction system), and modifies and supplements such vehicle data for presentation to the consuming public in a searchable manner such that a single entity (e.g., a specific dealer) can offer all of the vehicles for sale to consumers while accounting for the various costs that will be incurred by the selling entity to successfully complete the sales transaction.

12 Claims, 33 Drawing Sheets



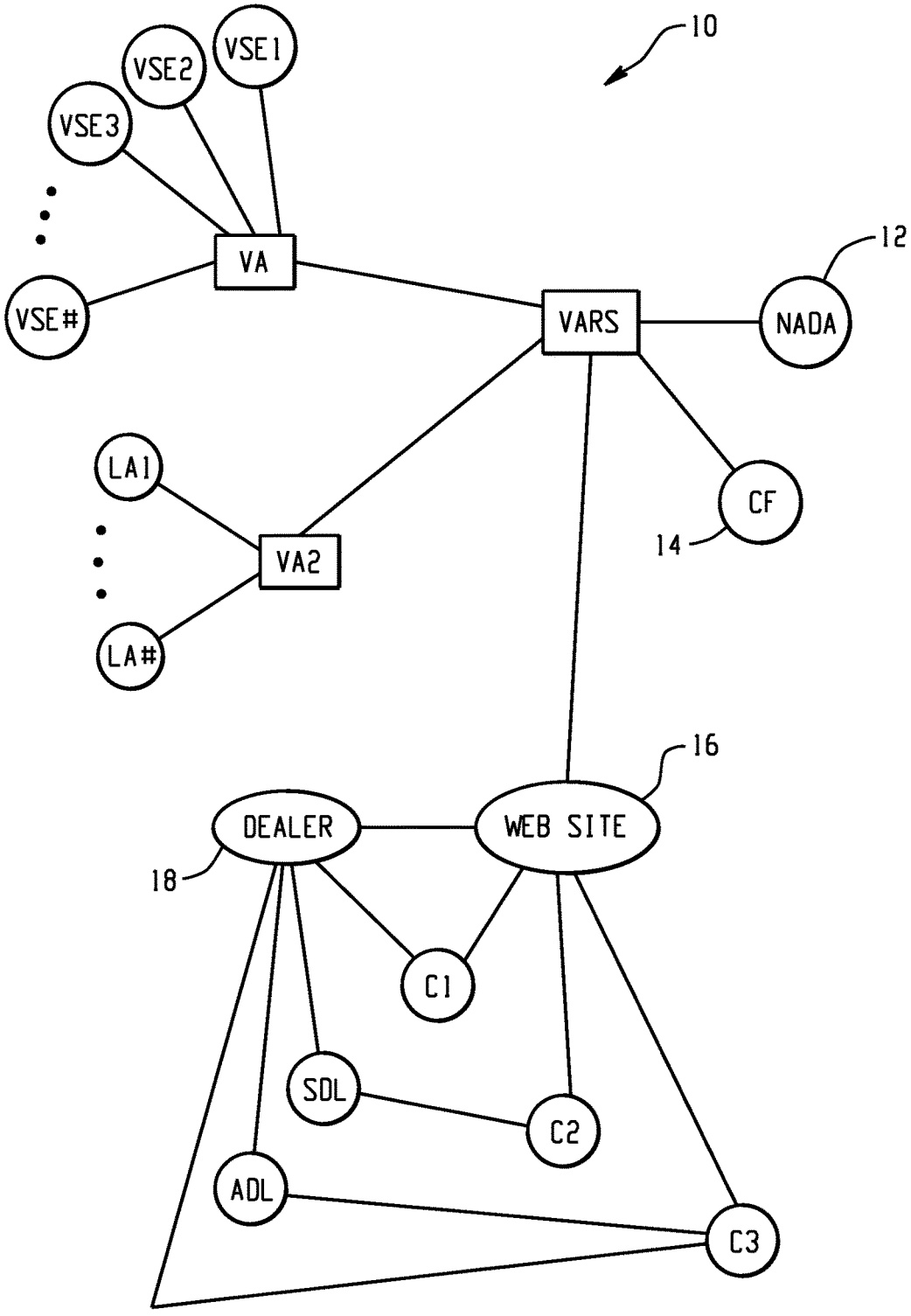

10
VSE1
VSE2
VSE3
VSE#
VA
VARS
12
NADA
LA1
LA#
VA2
CF
14
16
DEALER
WEB SITE
18
C1
SDL
C2
ADL
C3

Fig. 1

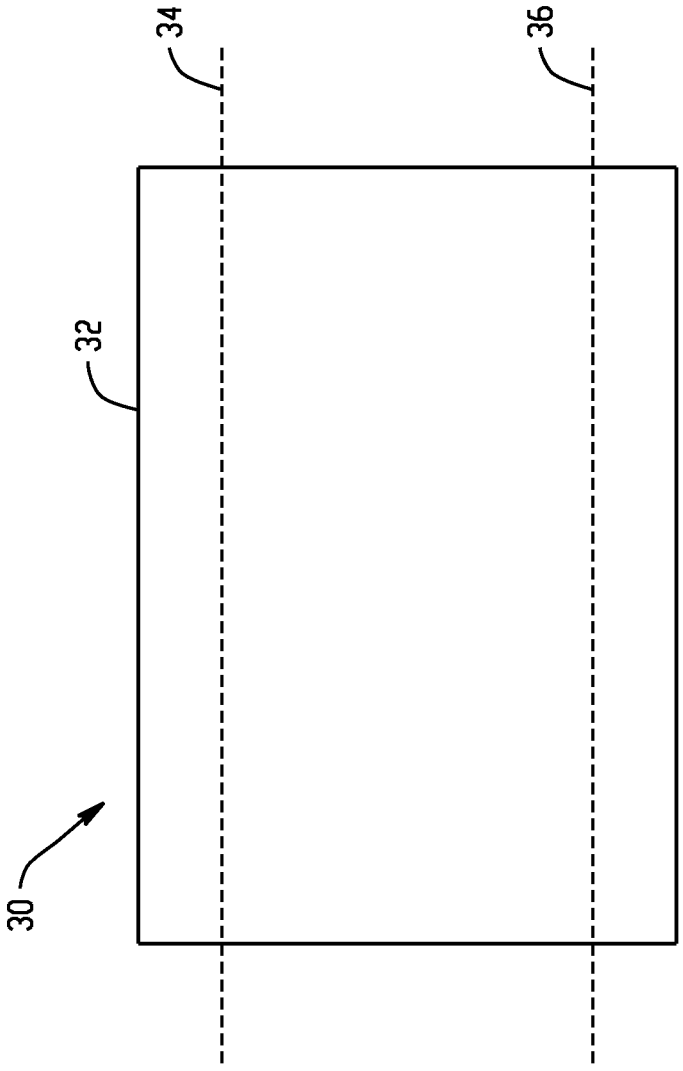


Fig. 2

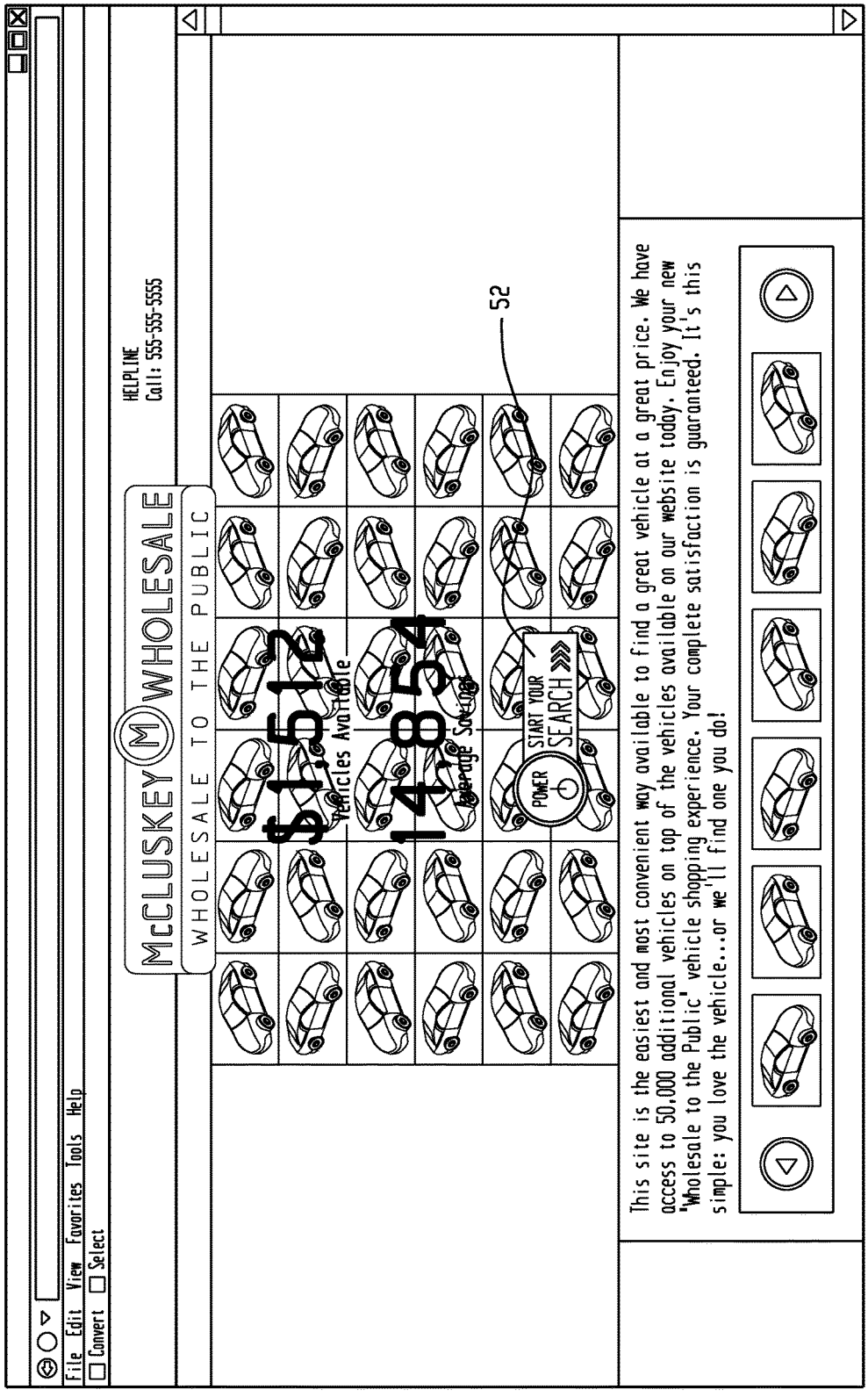

File Edit View Favorites Tools Help
Convert Select
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
HELPLINE
Call: 555-555-5555
$15,512
Vehicles Available
14854
Average Savings
POWER
START YOUR SEARCH
52
This site is the easiest and most convenient way available to find a great vehicle at a great price. We have access to 50,000 additional vehicles on top of the vehicles available on our website today. Enjoy your new "Wholesale to the Public" vehicle shopping experience. Your complete satisfaction is guaranteed. It's this simple: you love the vehicle...or we'll find one you do!
50

Fig. 3

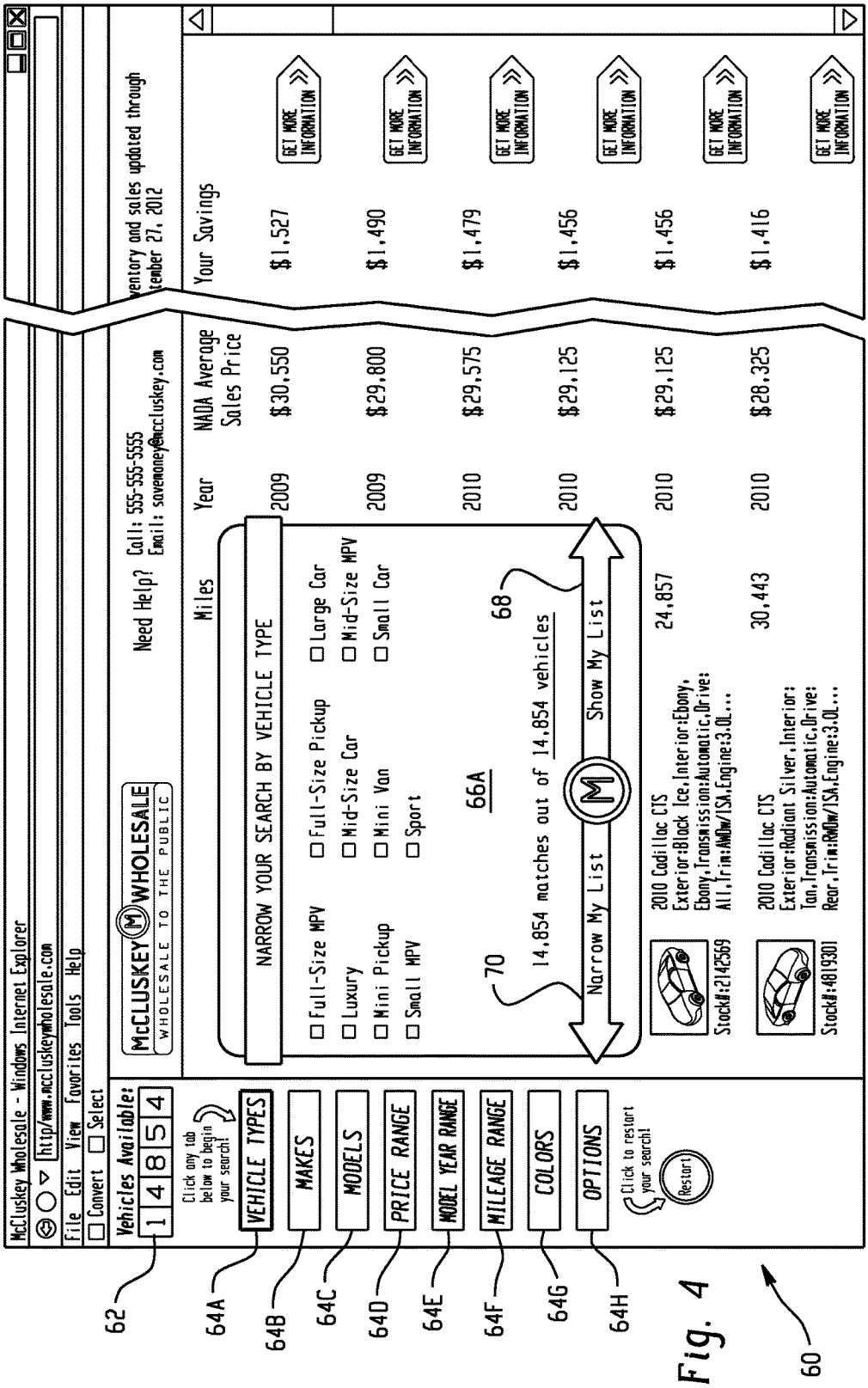

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 1485 4
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555 Email: savemoney@mccluskey.com
ventory and sales updated through tember 27, 2012
Miles
Year
NADA Average Sales Price
Your Savings
NARROW YOUR SEARCH BY VEHICLE TYPE
Full-Size MPV
Full-Size Pickup
Large Car
Luxury
Mid-Size Car
Mid-Size MPV
Mini Pickup
Mini Van
Small Car
Small MPV
Sport
66A
70
14,854 matches out of 14,854 vehicles
68
Narrow My List
Show My List
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:RWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2010
$29,125
$1,456
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
30,443
2010
$28,325
$1,416
GET MORE INFORMATION
62
64A
64B
64C
64D
64E
64F
64G
64H
60

Fig. 4

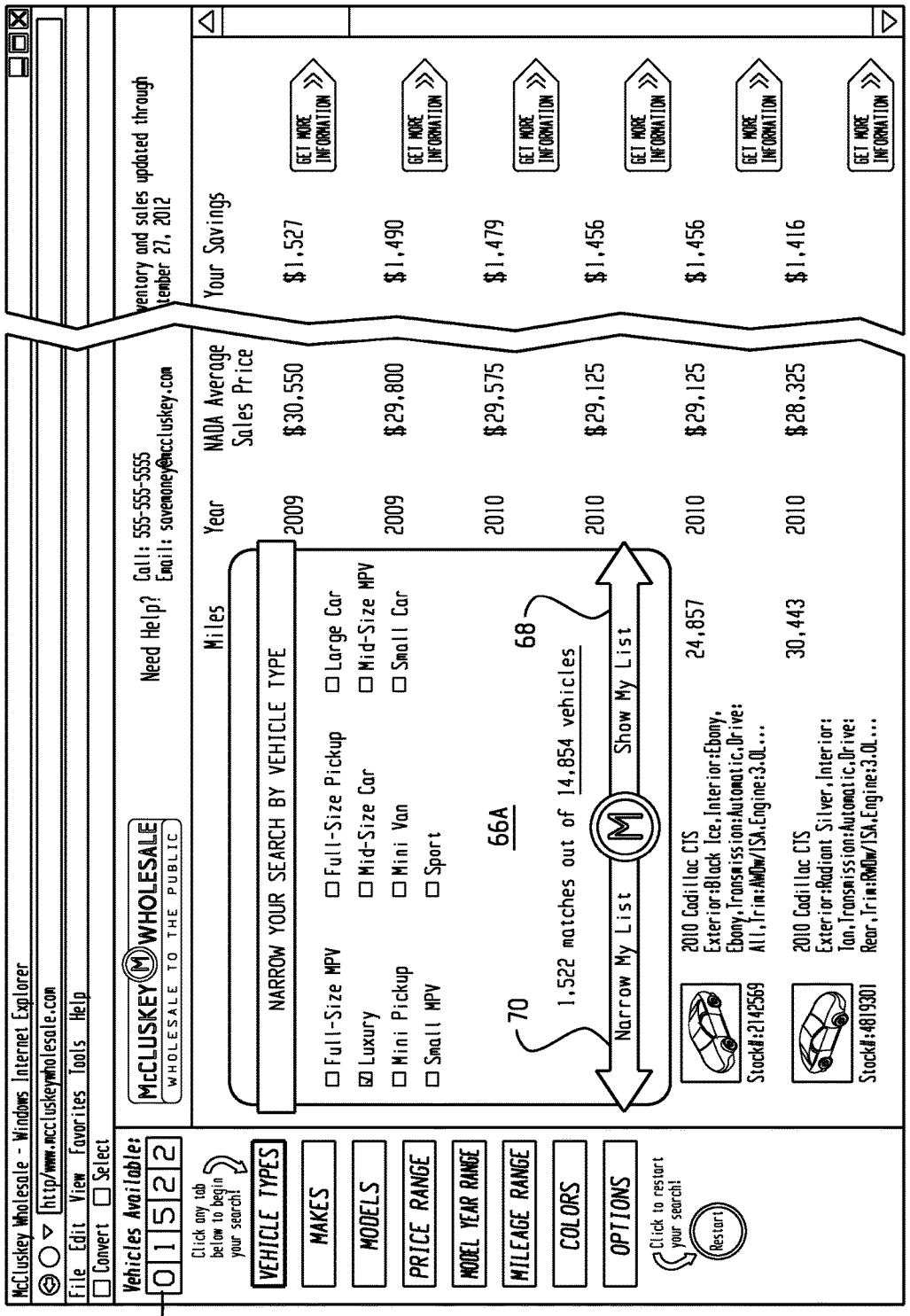

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
0 1 5 2 2
62
Click any tab below to begin your search!
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
ventory and sales updated through
tember 27, 2012
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
NARROW YOUR SEARCH BY VEHICLE TYPE
Full-Size MPV
Luxury
Mini Pickup
Small MPV
Full-Size Pickup
Mid-Size Car
Mini Van
Sport
Large Car
Mid-Size MPV
Small Car
66A
70
1,522 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/ISA,Engine:3.0L...
Stock#:2142569
24,857
2010
$29,125
$1,456
GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/ISA,Engine:3.0L...
Stock#:4819301
30,443
2010
$28,325
$1,416
GET MORE INFORMATION
2009
$30,550
$1,527
2009
$29,800
$1,490
2010
$29,575
$1,479
2010
$29,125
$1,456
2010
$29,125
$1,456

Fig. 5

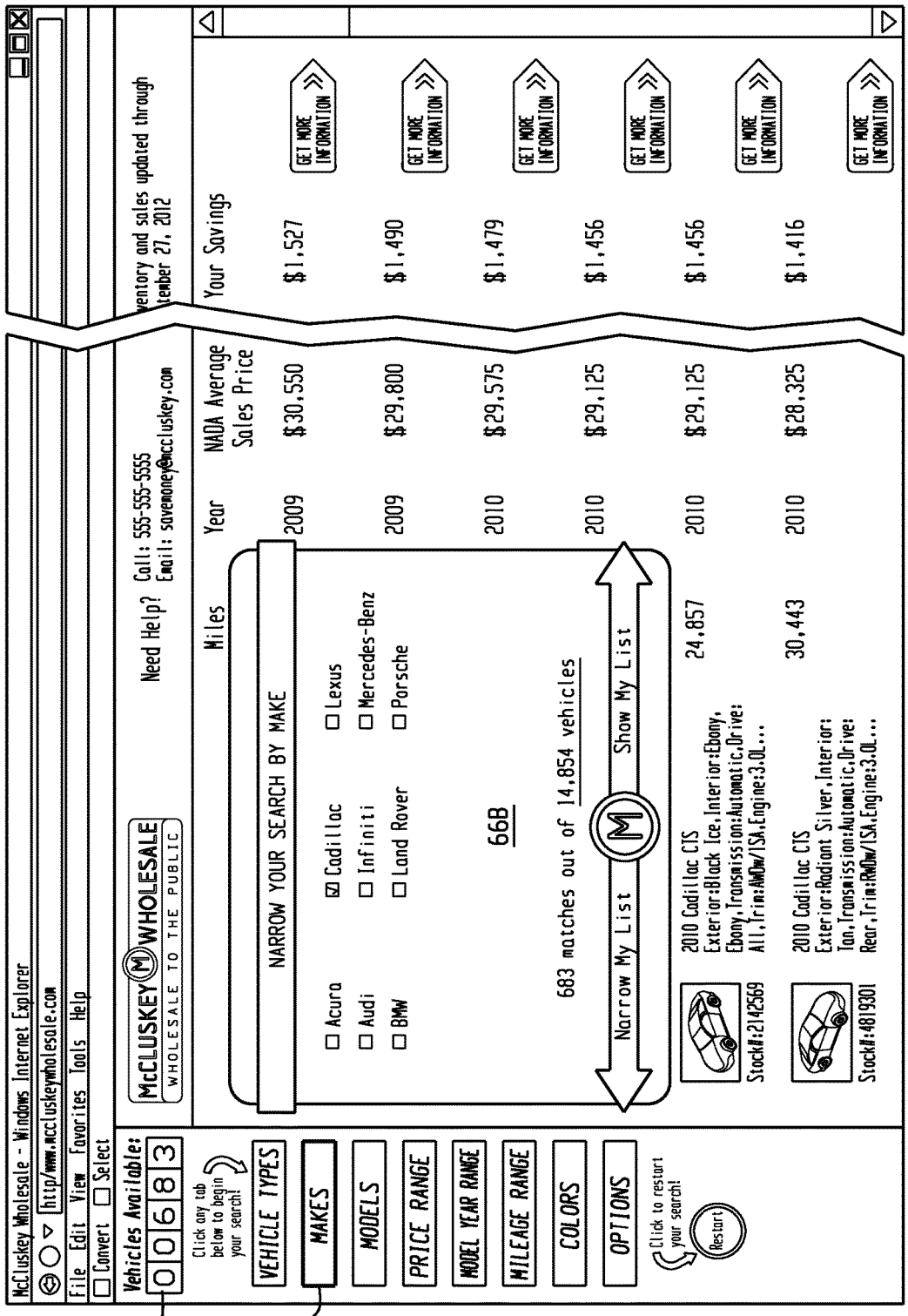

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through
December 27, 2012
Vehicles Available: 00683
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
NARROW YOUR SEARCH BY MAKE
Acura
Audi
BMW
Cadillac
Infiniti
Land Rover
Lexus
Mercedes-Benz
Porsche
66B
683 matches out of 14,854 vehicles
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice, Interior:Ebony, Ebony, Transmission:Automatic, Drive: All, Trim:AWDw/1SA, Engine:3.0L...
Stock#:2142569
24,857
2009
$30,550
$1,527
2010 Cadillac CTS
Exterior:Radiant Silver, Interior: Tan, Transmission:Automatic, Drive: Rear, Trim:RWDw/1SA, Engine:3.0L...
Stock#:4019301
30,443
2009
$29,800
$1,490
2010
$29,575
$1,479
2010
$29,125
$1,456
2010
$29,125
$1,456
2010
$28,325
$1,416
GET MORE INFORMATION
62
64B

Fig. 6

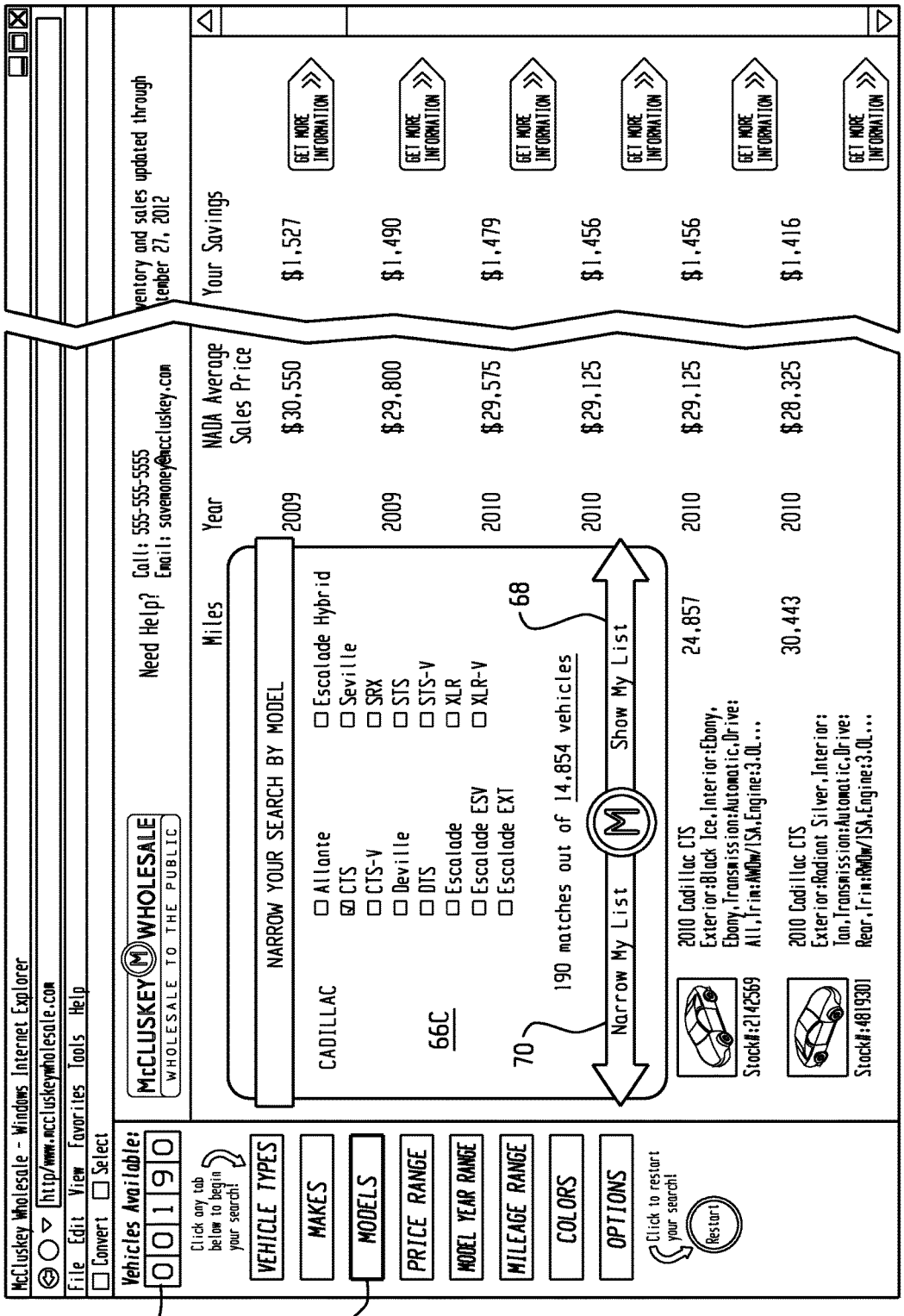

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
0 0 1 9 0
62
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
64C
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
ventory and sales updated through
tember 27, 2012
NARROW YOUR SEARCH BY MODEL
CADILLAC
Allante
CTS
CTS-V
Deville
DTS
Escalade
Escalade ESV
Escalade EXT
Escalade Hybrid
Seville
SRX
STS
STS-V
XLR
XLR-V
66C
68
70
190 matches out of 14,854 vehicles
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
30,443
2010
$28,325
$1,416
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2009
$29,800
$1,490
GET MORE INFORMATION
2010
$29,575
$1,479
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION

Fig. 7

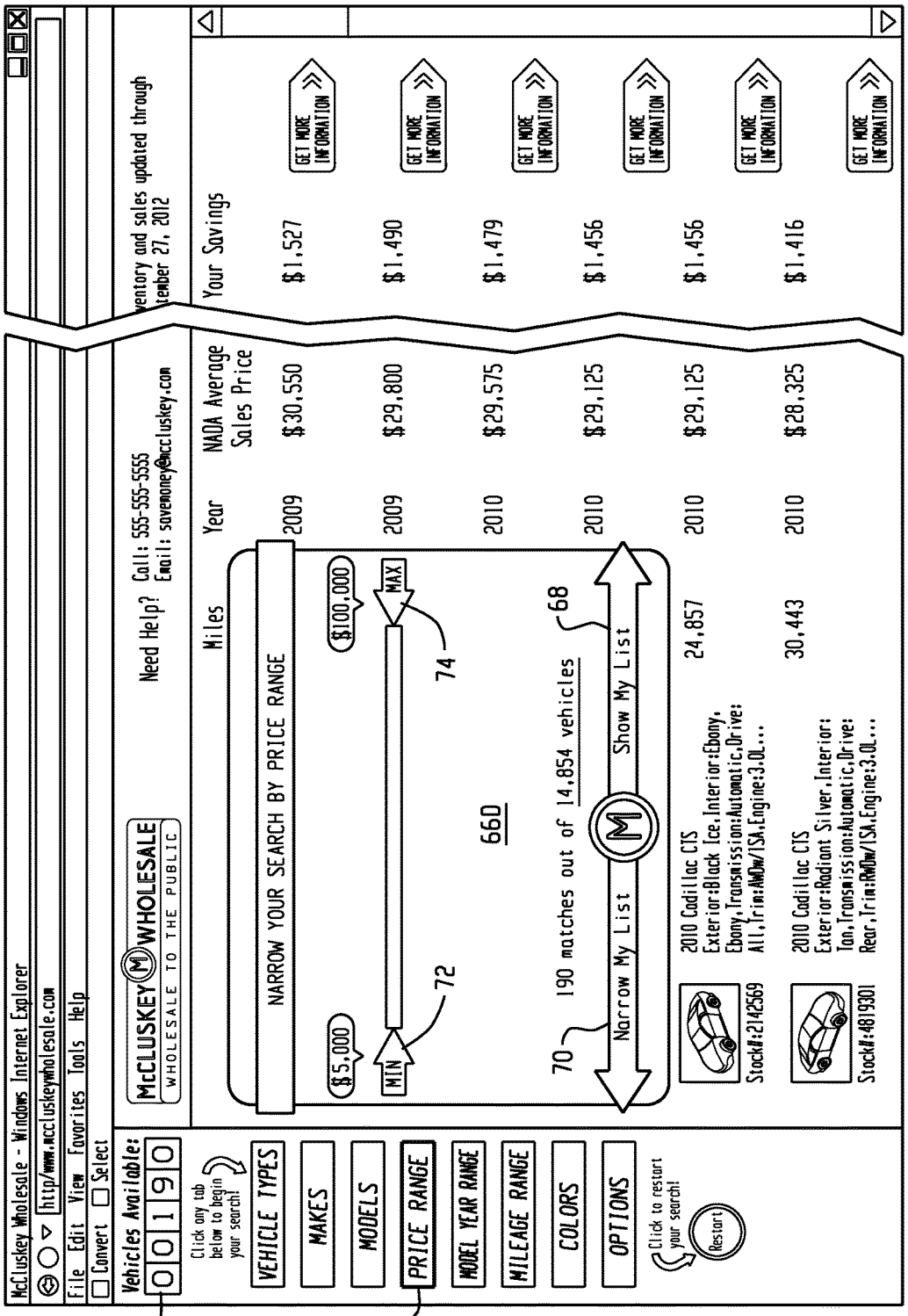

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00190
62
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
640
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
ventory and sales updated through
tember 27, 2012
NARROW YOUR SEARCH BY PRICE RANGE
$5,000
$100,000
MIN
MAX
72
74
660
70
190 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2009 $30,550 $1,527 GET MORE INFORMATION
2009 $29,800 $1,490 GET MORE INFORMATION
2010 $29,575 $1,479 GET MORE INFORMATION
2010 $29,125 $1,456 GET MORE INFORMATION
2010 $29,125 $1,456 GET MORE INFORMATION
2010 $28,325 $1,416 GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:RWDw/ISA,Engine:3.0L...
24,857
Stock#:2142569
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/ISA,Engine:3.0L...
30,443
Stock#:4819301

Fig. 8

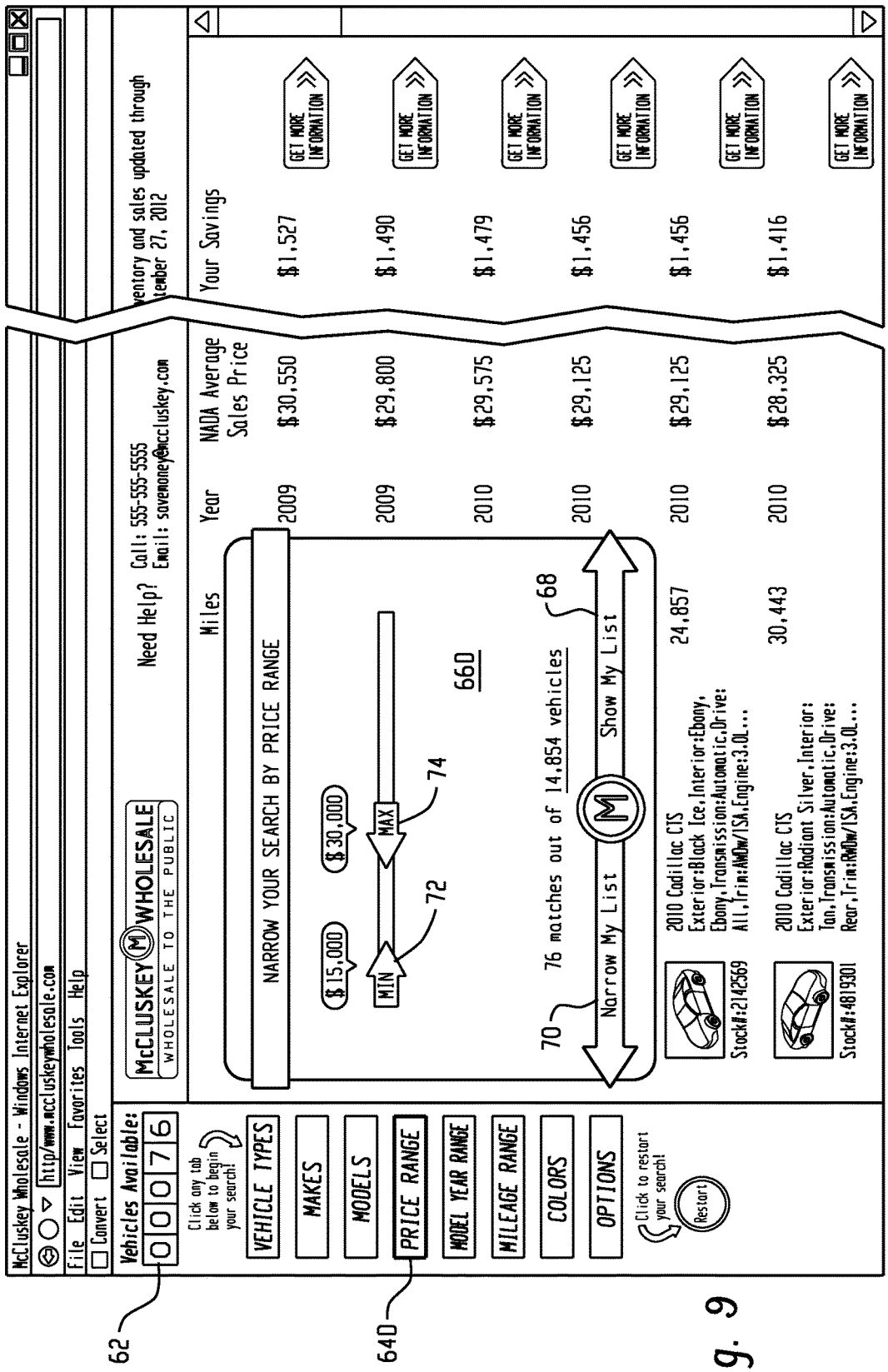

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00076
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through November 27, 2012
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
NARROW YOUR SEARCH BY PRICE RANGE
$15,000
$30,000
MIN
MAX
660
76 matches out of 14,854 vehicles
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice, Interior:Ebony, Ebony, Transmission:Automatic, Drive: All, Trim:RWD/SA, Engine:3.0L...
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
Stock#:2142569
2010 Cadillac CTS
Exterior:Radiant Silver, Interior: Tan, Transmission:Automatic, Drive: Rear, Trim:RWD/SA, Engine:3.0L...
30,443
2009
$29,800
$1,490
GET MORE INFORMATION
Stock#:4819301
2010
$29,575
$1,479
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$28,325
$1,416
GET MORE INFORMATION
62
64
70
72
74
68

Fig. 9

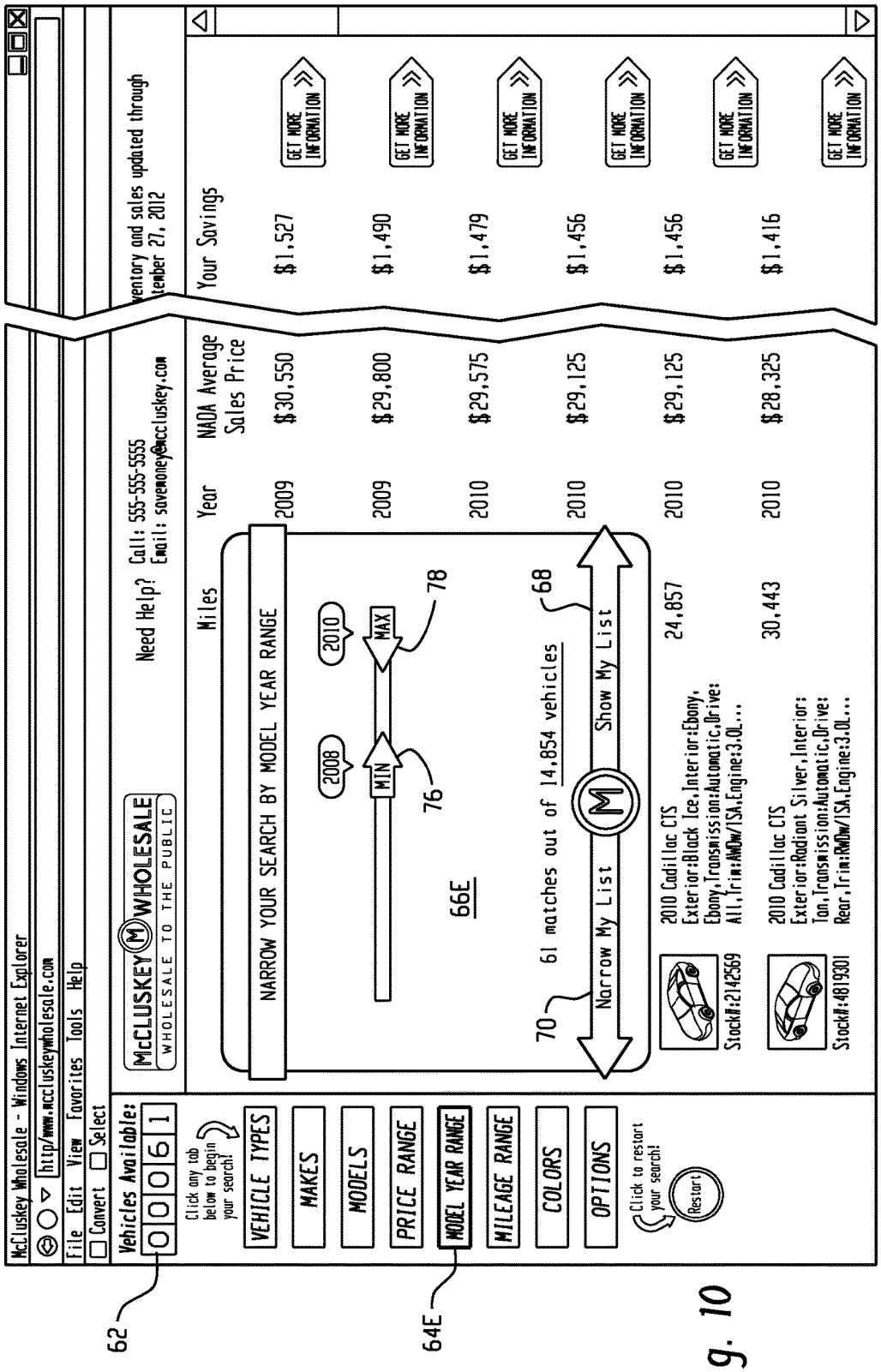

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
00061
62
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
64E
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: saveanoney@mccluskey.com
ventory and sales updated through
tember 27, 2012
NARROW YOUR SEARCH BY MODEL YEAR RANGE
2008
2010
MIN
MAX
76
78
66E
61 matches out of 14,854 vehicles
68
70
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:RWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
30,443
2009
$29,800
$1,490
GET MORE INFORMATION
2010
$29,575
$1,479
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$28,325
$1,416
GET MORE INFORMATION

Fig. 10

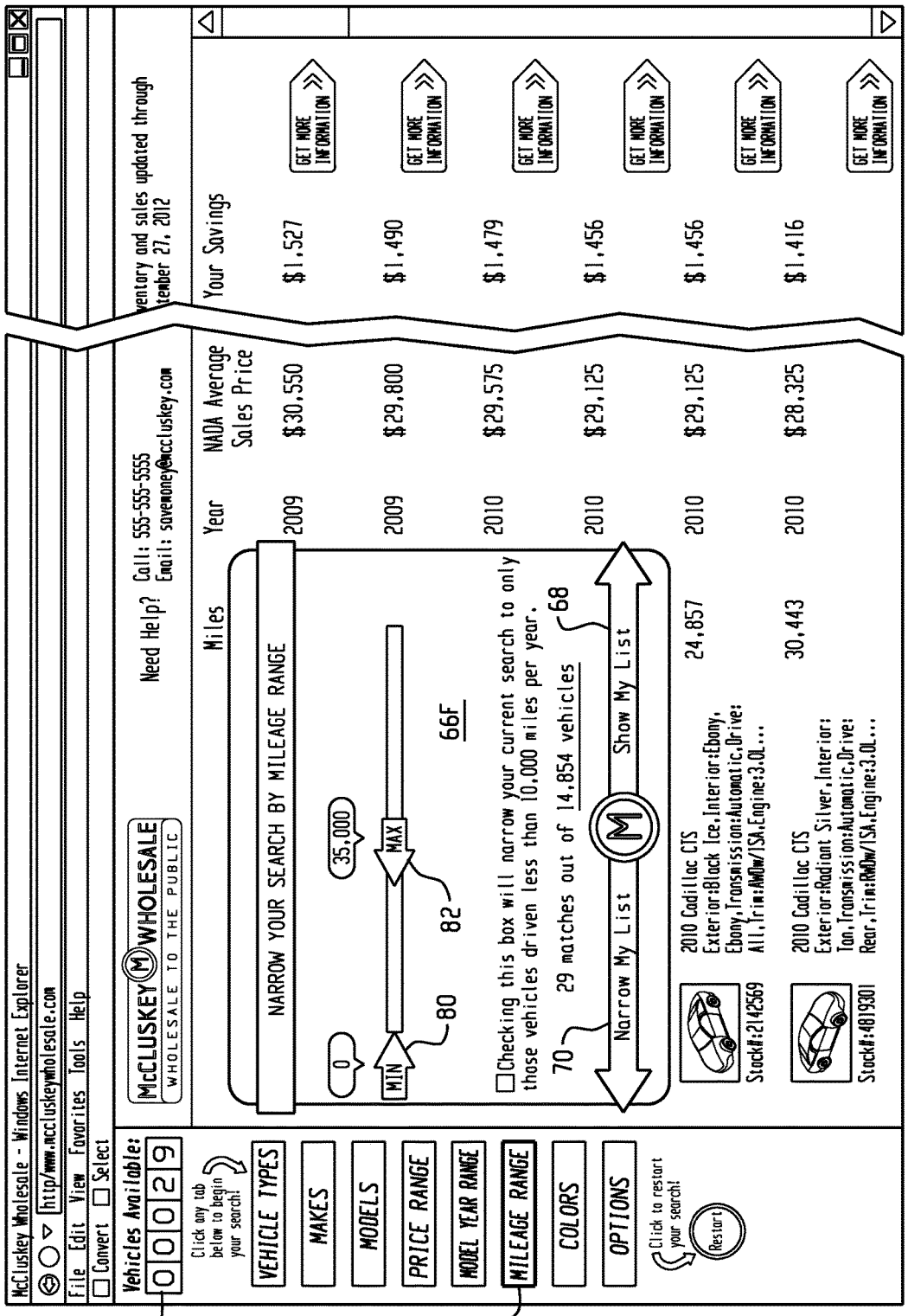

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00029
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
NARROW YOUR SEARCH BY MILEAGE RANGE
0
35,000
MIN
MAX
80
82
66F
Checking this box will narrow your current search to only those vehicles driven less than 10,000 miles per year.
70
29 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4019301
30,443
2009
$29,800
$1,490
2010
$29,575
$1,479
2010
$29,125
$1,456
2010
$29,125
$1,456
2010
$28,325
$1,416
Inventory and sales updated through November 27, 2012
62
64F

Fig. 11

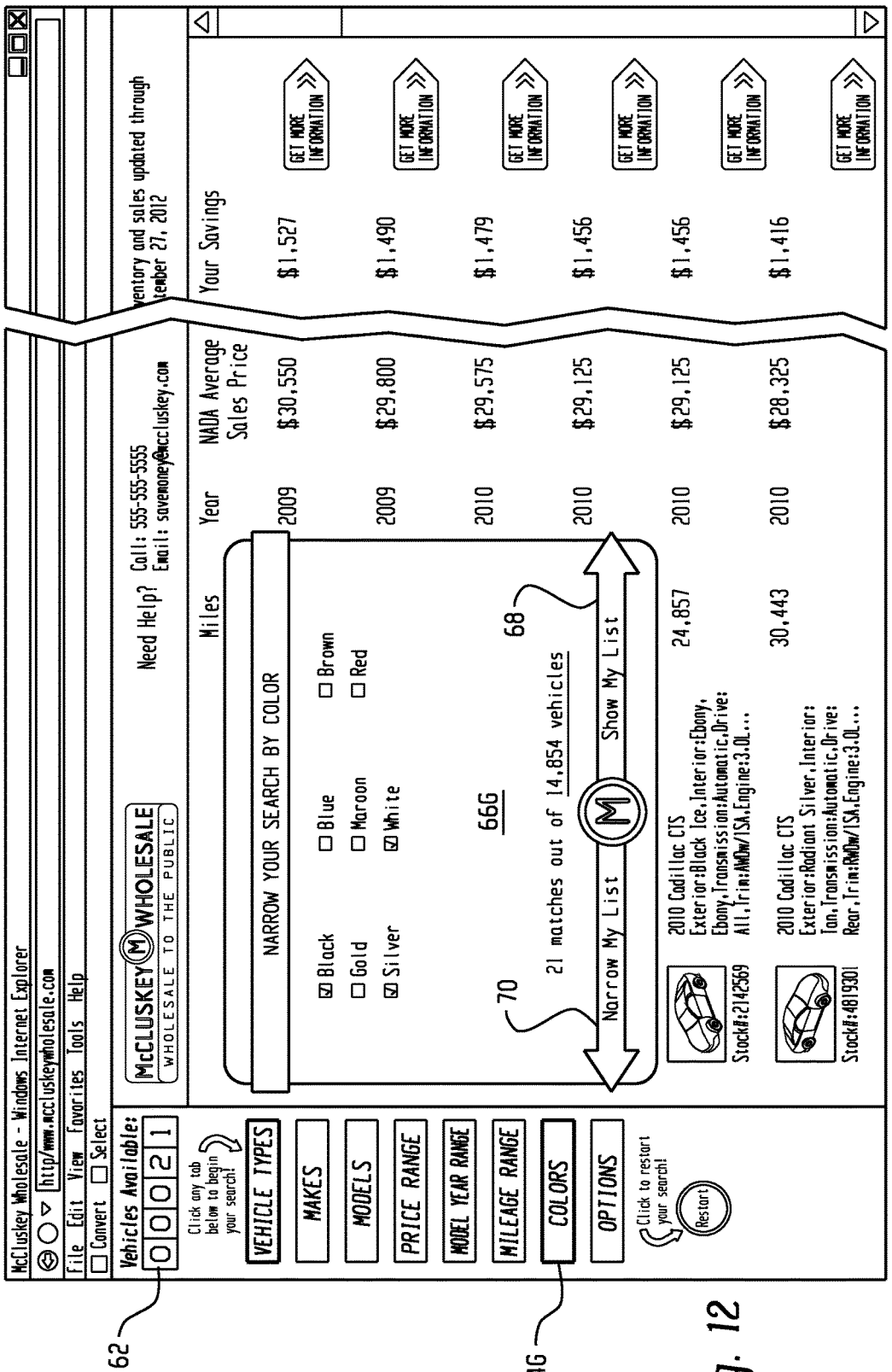

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Vehicles Available: 00021
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
NARROW YOUR SEARCH BY COLOR
Black
Blue
Brown
Gold
Maroon
Red
Silver
White
66G
70
21 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
30,443
2009
$29,800
$1,490
2010
$29,575
$1,479
2010
$29,125
$1,456
2010
$29,125
$1,456
2010
$28,325
$1,416
62
64G

Fig. 12

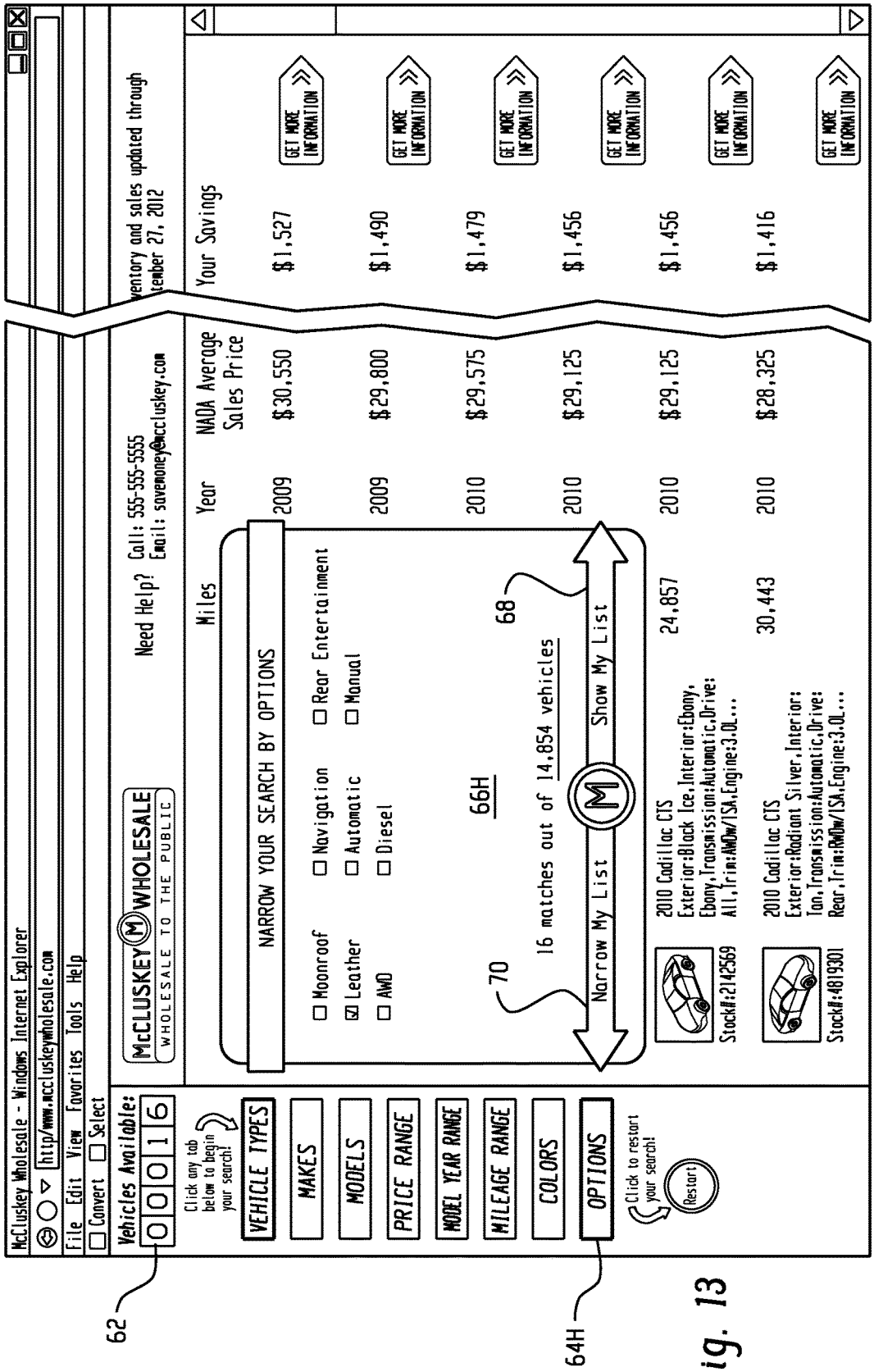

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
ventory and sales updated through
tember 27, 2012
NARROW YOUR SEARCH BY OPTIONS
Moonroof
Navigation
Rear Entertainment
Leather
Automatic
Manual
AWD
Diesel
66H
70
16 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2009
$30,550
$1,527
GET MORE INFORMATION
2009
$29,800
$1,490
2010
$29,575
$1,479
2010
$29,125
$1,456
2010
$29,125
$1,456
24,857
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony,
Ebony,Transmission:Automatic,Drive:
All,Trim:AWDw/1SA,Engine:3.0L...
Stock#:2142569
30,443
2010 Cadillac CTS
Exterior:Radiant Silver,Interior:
Tan,Transmission:Automatic,Drive:
Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
$28,325
$1,416
62
64H

Fig. 13

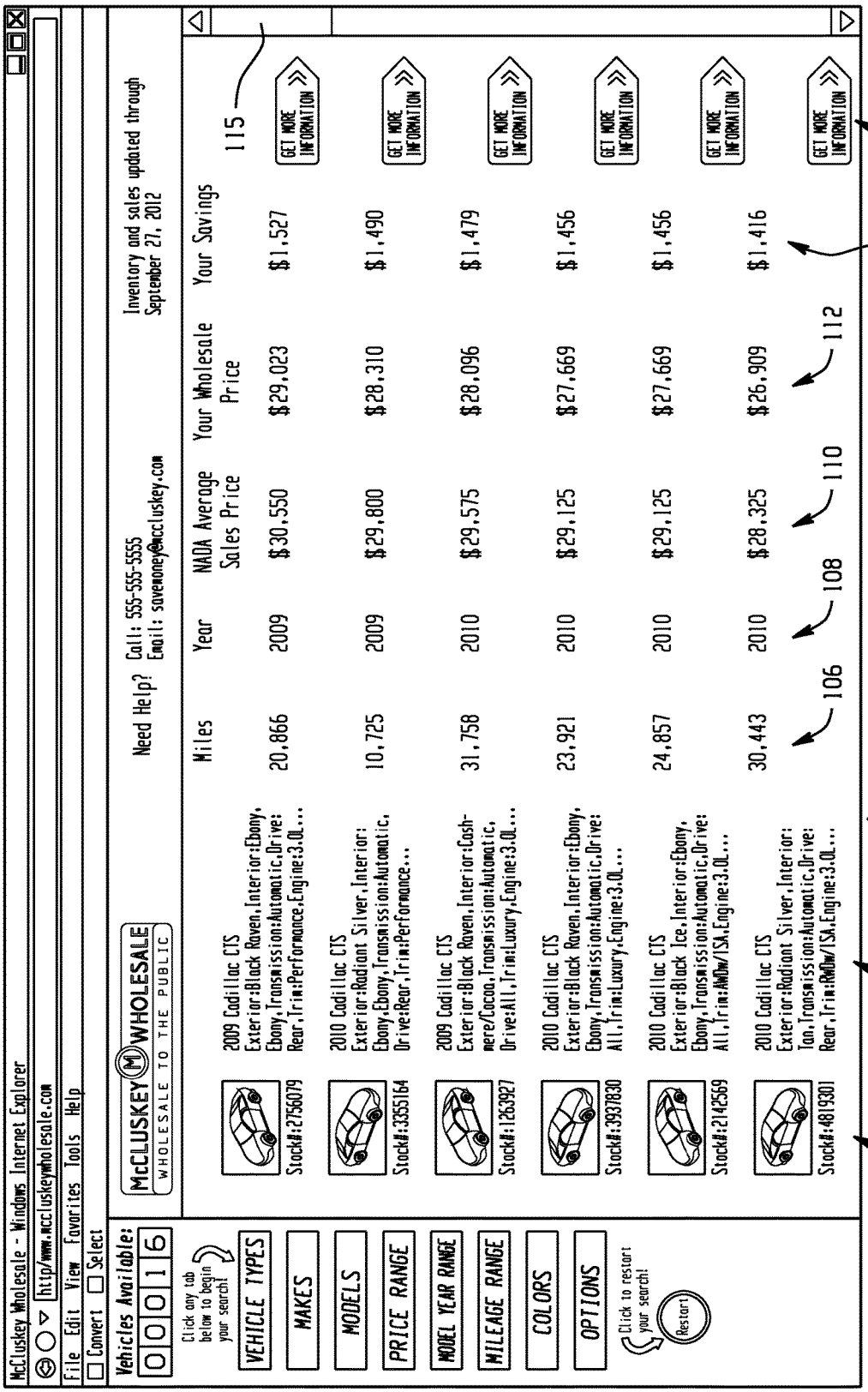

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2009 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L...
Stock#:2756079
20,866
2009
$30,550
$29,023
$1,527
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance...
Stock#:3355164
10,725
2009
$29,800
$28,310
$1,490
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Black Raven,Interior:Cash-mere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L...
Stock#:1263927
31,758
2010
$29,575
$28,096
$1,479
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L...
Stock#:3937830
23,921
2010
$29,125
$27,669
$1,456
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
Stock#:2142569
24,857
2010
$29,125
$27,669
$1,456
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
Stock#:4819301
30,443
2010
$28,325
$26,909
$1,416
GET MORE INFORMATION
102
104
100
106
108
110
112
114
115
116

Fig. 14A

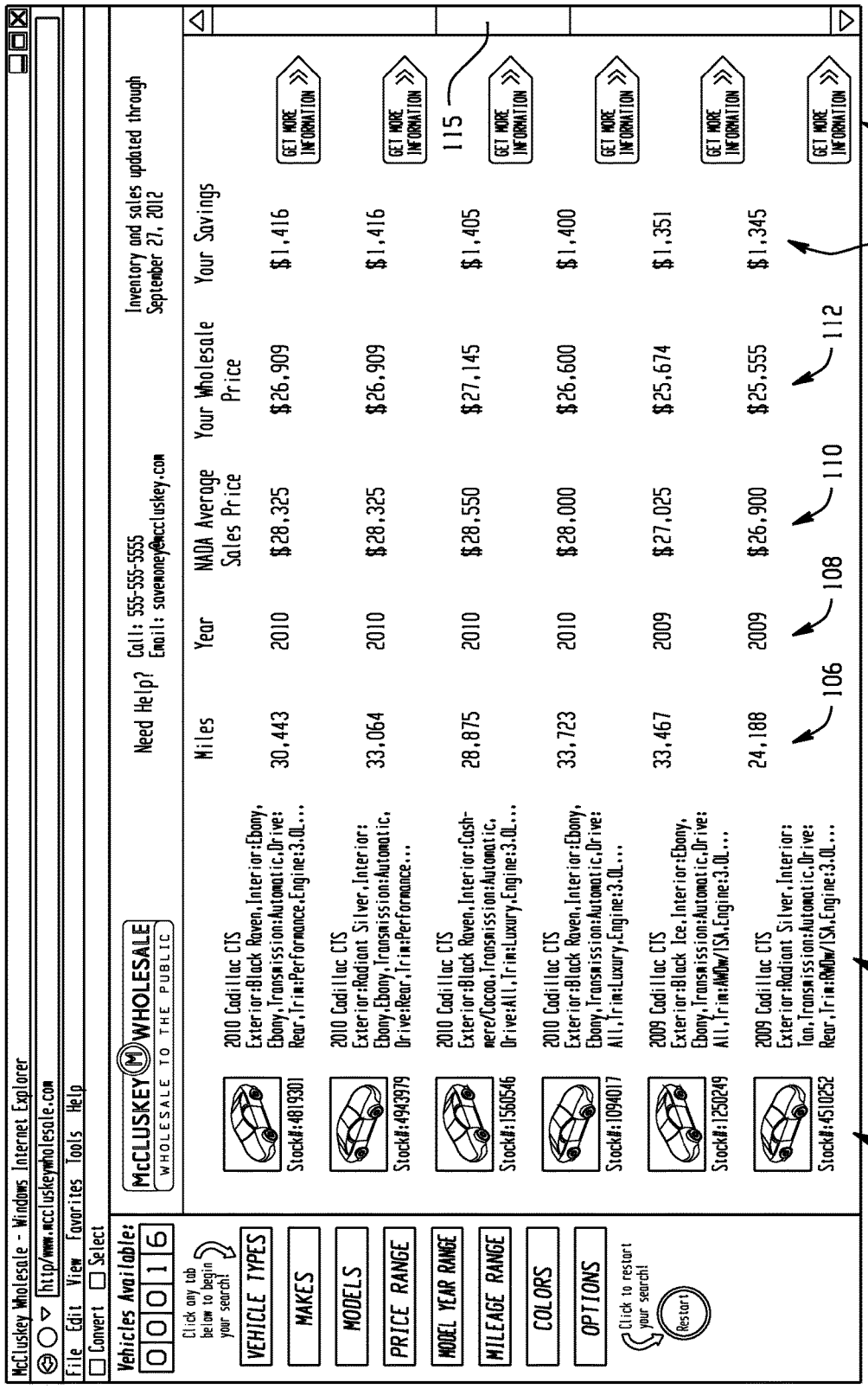

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00116
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L...
Stock#:4819301
30,443
2010
$28,325
$26,909
$1,416
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance...
Stock#:4943979
33,064
2010
$28,325
$26,909
$1,416
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Raven,Interior:Cashmere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L...
Stock#:1560546
28,875
2010
$28,550
$27,145
$1,405
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L...
Stock#:1094017
33,723
2010
$28,000
$26,600
$1,400
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:HWDW/ISA,Engine:3.0L...
Stock#:1250249
33,467
2009
$27,025
$25,674
$1,351
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:HWDW/ISA,Engine:3.0L...
Stock#:4510252
24,188
2009
$26,900
$25,555
$1,345
GET MORE INFORMATION
115
102
104
106
108
110
112
114
116

Fig. 14B

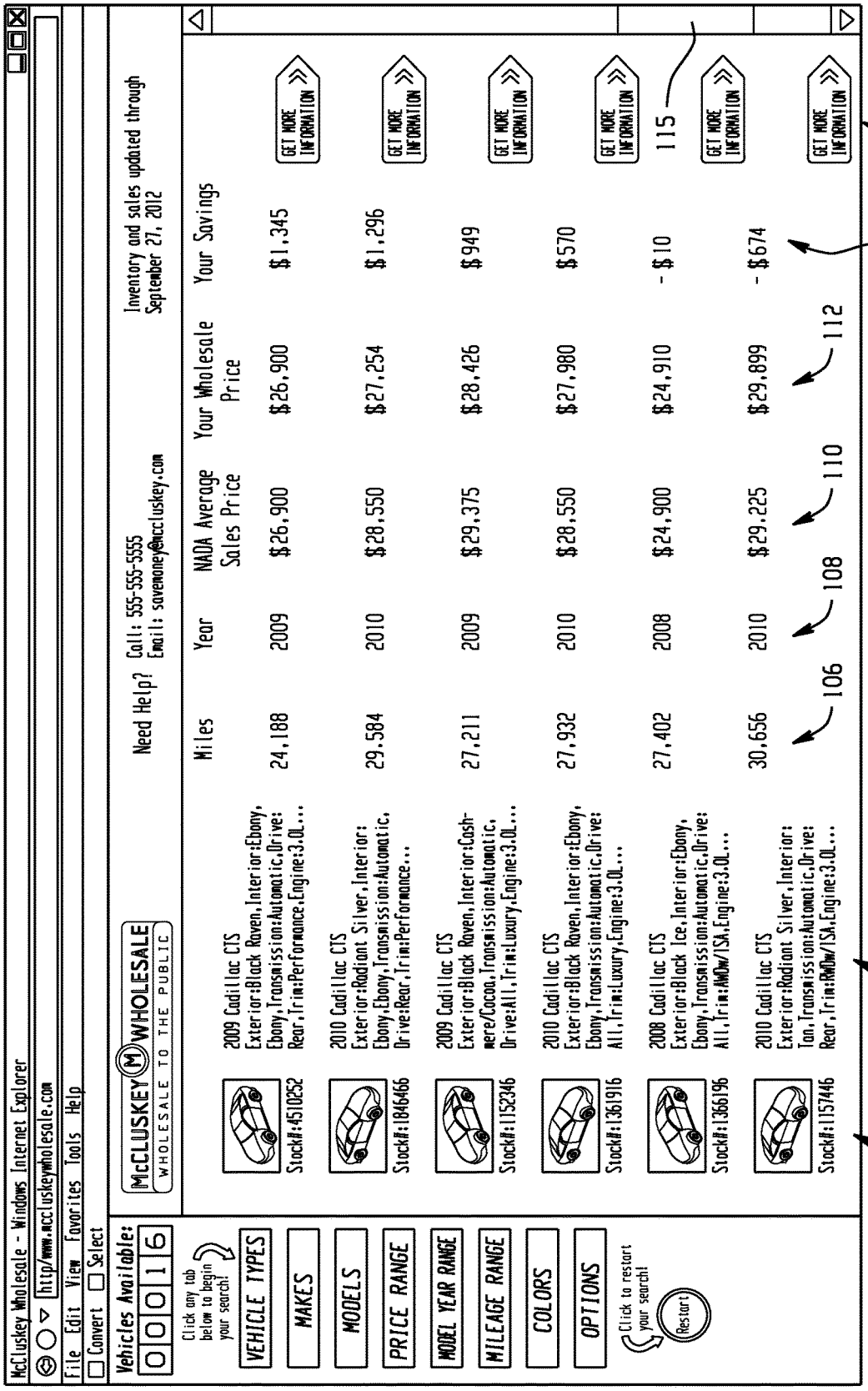

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2009 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L...
Stock#:4510252
24,188
2009
$26,900
$26,900
$1,345
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance...
Stock#:1846466
29,584
2010
$28,550
$27,254
$1,296
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Black Raven,Interior:Cashmere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L...
Stock#:1152346
27,211
2009
$29,375
$28,426
$949
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L...
Stock#:1361916
27,932
2010
$28,550
$27,980
$570
GET MORE INFORMATION
2008 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWD/ISA,Engine:3.0L...
Stock#:1366196
27,402
2008
$24,900
$24,910
-$10
115
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWD/ISA,Engine:3.0L...
Stock#:1157446
30,656
2010
$29,225
$29,899
-$674
GET MORE INFORMATION
102
104
106
108
110
112
114
116

Fig. 14C

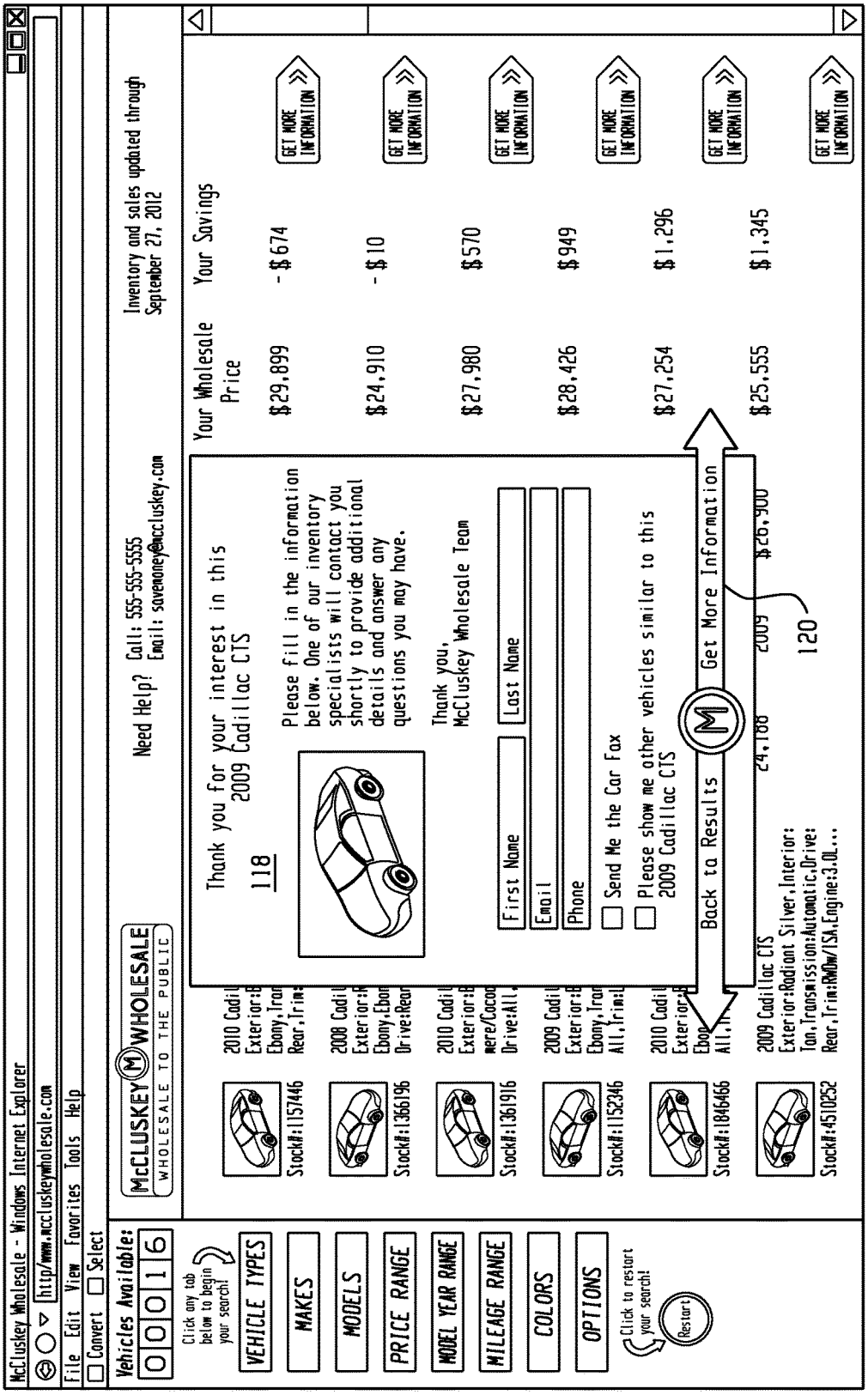

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
000116
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Your Wholesale Price
Your Savings
Thank you for your interest in this 2009 Cadillac CTS
118
Please fill in the information below. One of our inventory specialists will contact you shortly to provide additional details and answer any questions you may have.
Thank you,
McCluskey Wholesale Team
First Name
Last Name
Email
Phone
Send Me the Car Fax
Please show me other vehicles similar to this 2009 Cadillac CTS
Back to Results
Get More Information
$29,899
- $674
$24,910
- $10
$27,980
$570
$28,426
$949
$27,254
$1,296
$25,555
$1,345
GET MORE INFORMATION
Stock#:1157446
Stock#:1366196
Stock#:1361916
Stock#:1152346
Stock#:1846466
Stock#:4510252
24,188
2009
$26,900
120

Fig. 15

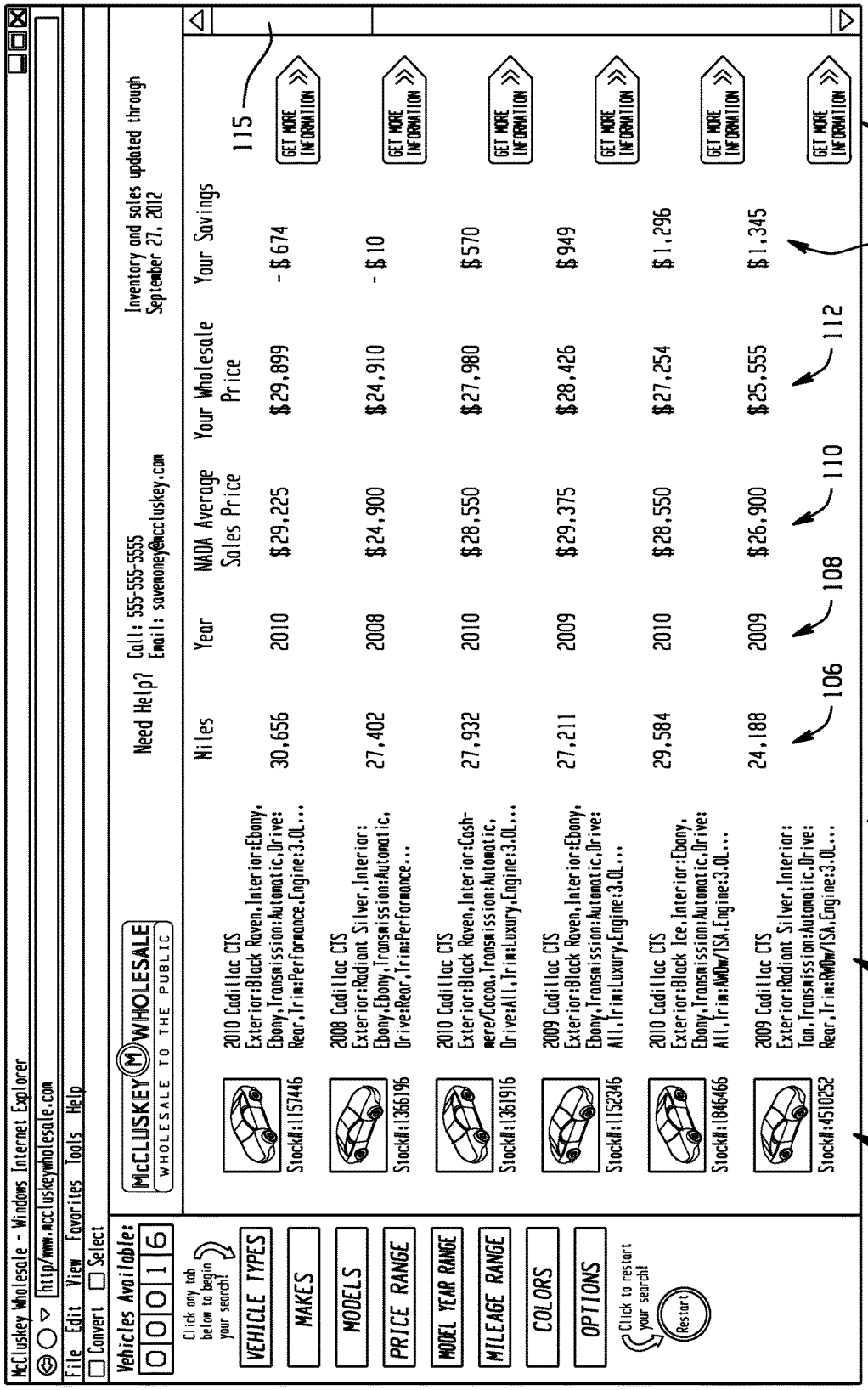

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L...
StockN:1157446
30,656
2010
$29,225
$29,899
-$674
GET MORE INFORMATION
2008 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance...
StockN:1366196
27,402
2008
$24,900
$24,910
-$10
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Raven,Interior:Cash-mere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L...
StockN:1361916
27,932
2010
$28,550
$27,980
$570
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L...
StockN:1152346
27,211
2009
$29,375
$28,426
$949
GET MORE INFORMATION
2010 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
StockN:1846466
29,584
2010
$28,550
$27,254
$1,296
GET MORE INFORMATION
2009 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
StockN:4510252
24,188
2009
$26,900
$25,555
$1,345
GET MORE INFORMATION
102
104
100
106
108
110
112
114
116
115

Fig. 16

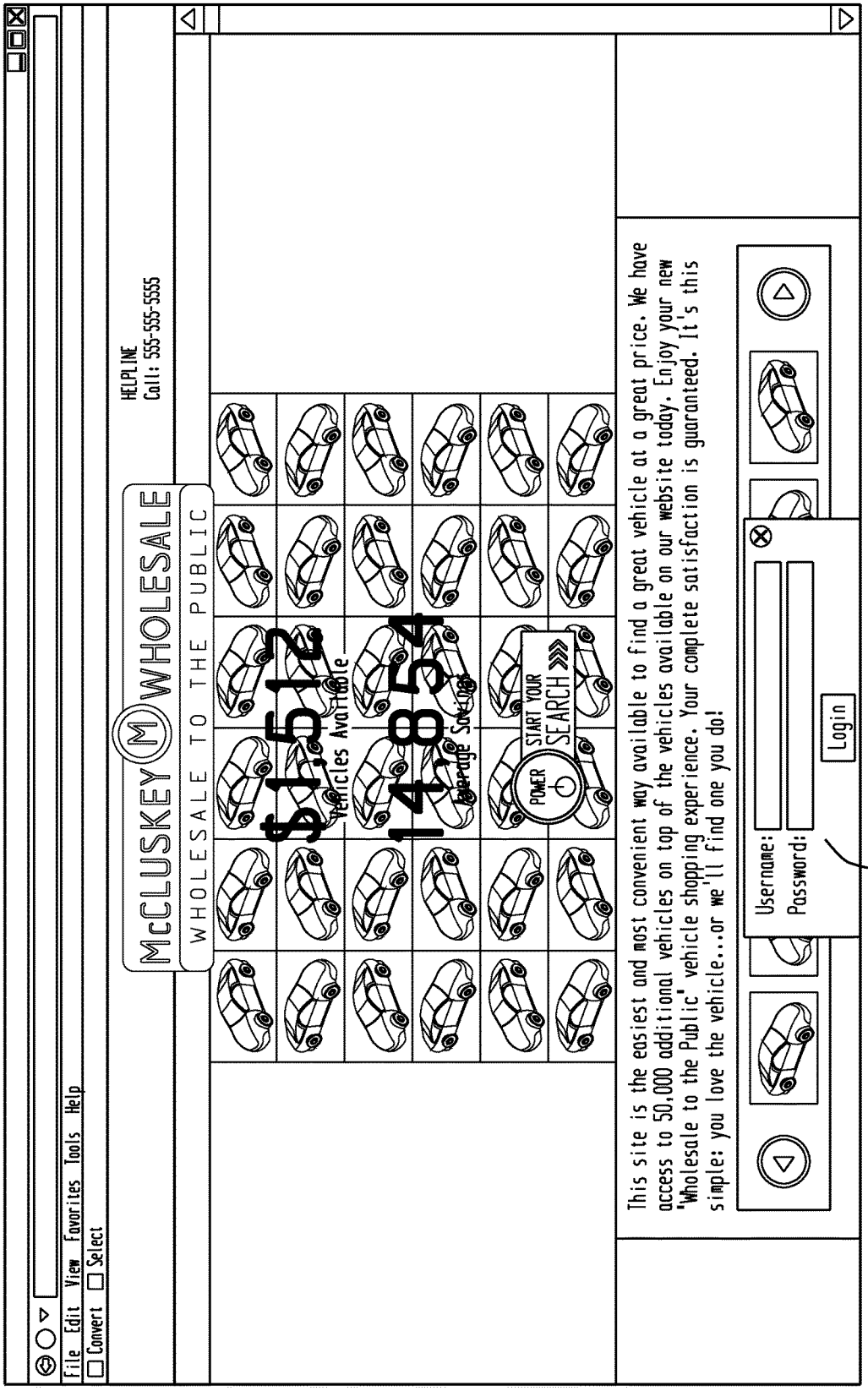

File Edit View Favorites Tools Help
Convert Select
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
HELPLINE
Call: 555-555-5555
$15,512
Vehicles Available
14,854
Average Savings
POWER
START YOUR
SEARCH
This site is the easiest and most convenient way available to find a great vehicle at a great price. We have access to 50,000 additional vehicles on top of the vehicles available on our website today. Enjoy your new 'Wholesale to the Public' vehicle shopping experience. Your complete satisfaction is guaranteed. It's this simple: you love the vehicle...or we'll find one you do!
Username:
Password:
Login
50
150

Fig. 17

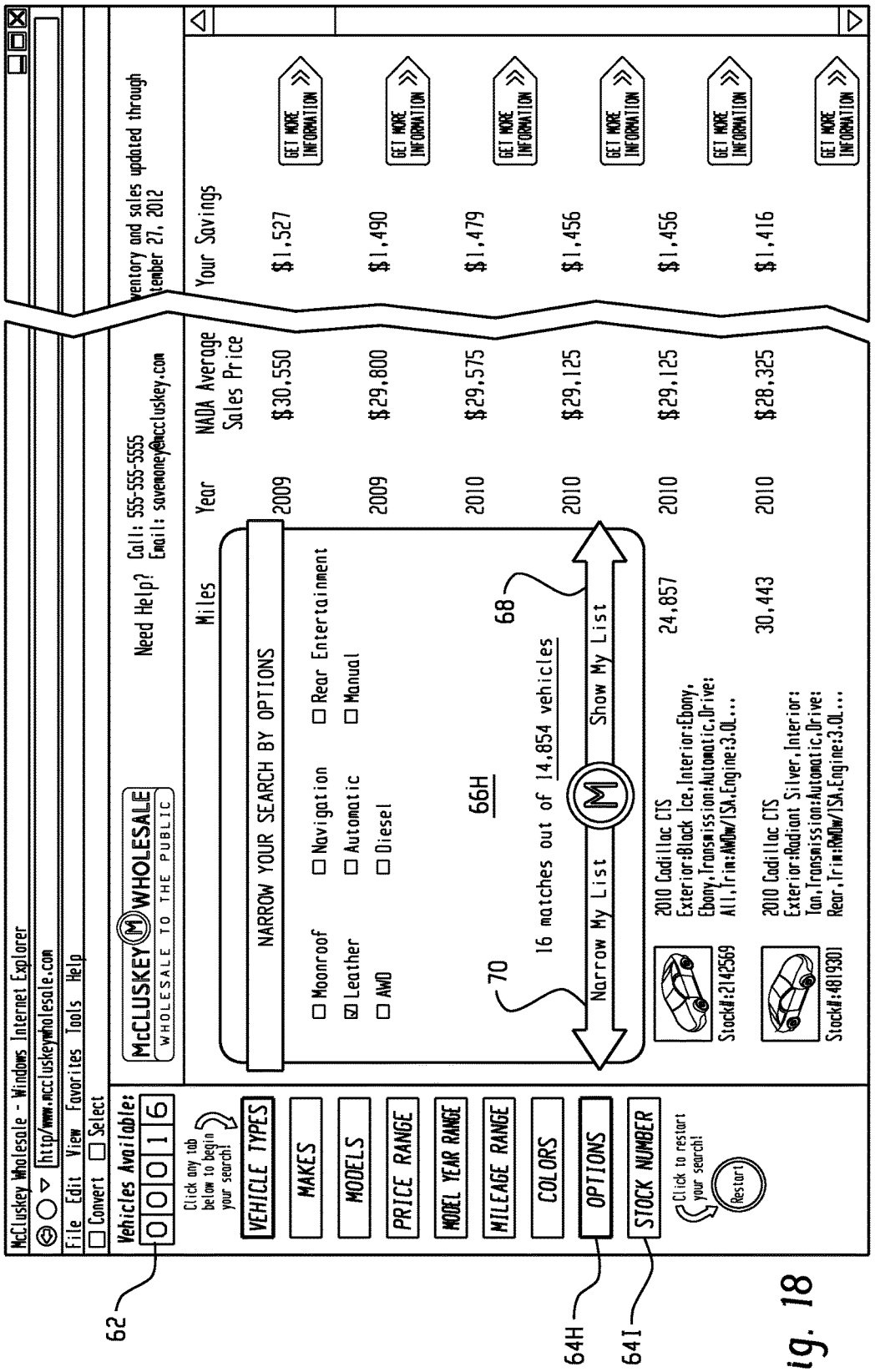

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
Click any tab below to begin your search!
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through November 27, 2012
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
STOCK NUMBER
Click to restart your search!
Restart
NARROW YOUR SEARCH BY OPTIONS
Moonroof
Navigation
Rear Entertainment
Leather
Automatic
Manual
AWD
Diesel
66H
70
16 matches out of 14,854 vehicles
68
Narrow My List
Show My List
Miles
Year
NADA Average Sales Price
Your Savings
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
24,857
2009
$30,550
$1,527
GET MORE INFORMATION
Stock#:2142569
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
30,443
2010
$29,800
$1,490
GET MORE INFORMATION
Stock#:4819301
2010
$29,575
$1,479
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$29,125
$1,456
GET MORE INFORMATION
2010
$28,325
$1,416
GET MORE INFORMATION
62
64H
64I

Fig. 18

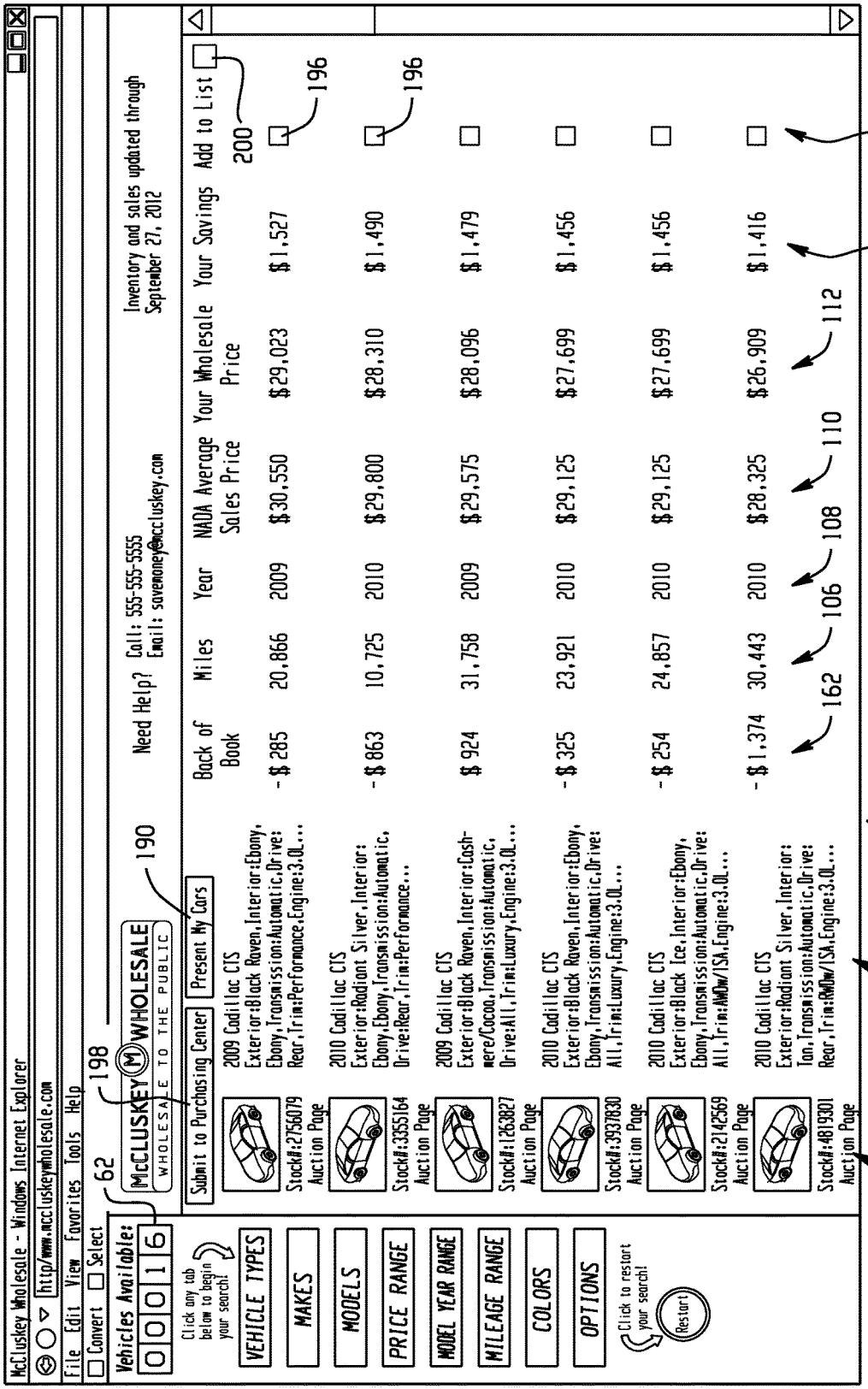

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00116
62
198
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
190
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
Submit to Purchasing Center
Present My Cars
Back of Book
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
200
2009 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L... Stock#:2756079 Auction Page
- $ 285
20,866
2009
$30,550
$29,023
$1,527
196
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance... Stock#:3355164 Auction Page
- $ 863
10,725
2010
$29,800
$28,310
$1,490
196
2009 Cadillac CTS Exterior:Black Raven,Interior:Cash- mere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L... Stock#:1263827 Auction Page
$ 924
31,758
2009
$29,575
$28,096
$1,479
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L... Stock#:3937830 Auction Page
- $ 325
23,921
2010
$29,125
$27,699
$1,456
2010 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L... Stock#:2142569 Auction Page
- $ 254
24,857
2010
$29,125
$27,699
$1,456
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:AWDw/1SA,Engine:3.0L... Stock#:4819301 Auction Page
- $ 1,374
30,443
2010
$28,325
$26,909
$1,416
102
104
160
162
106
108
110
112
114
194

Fig. 19

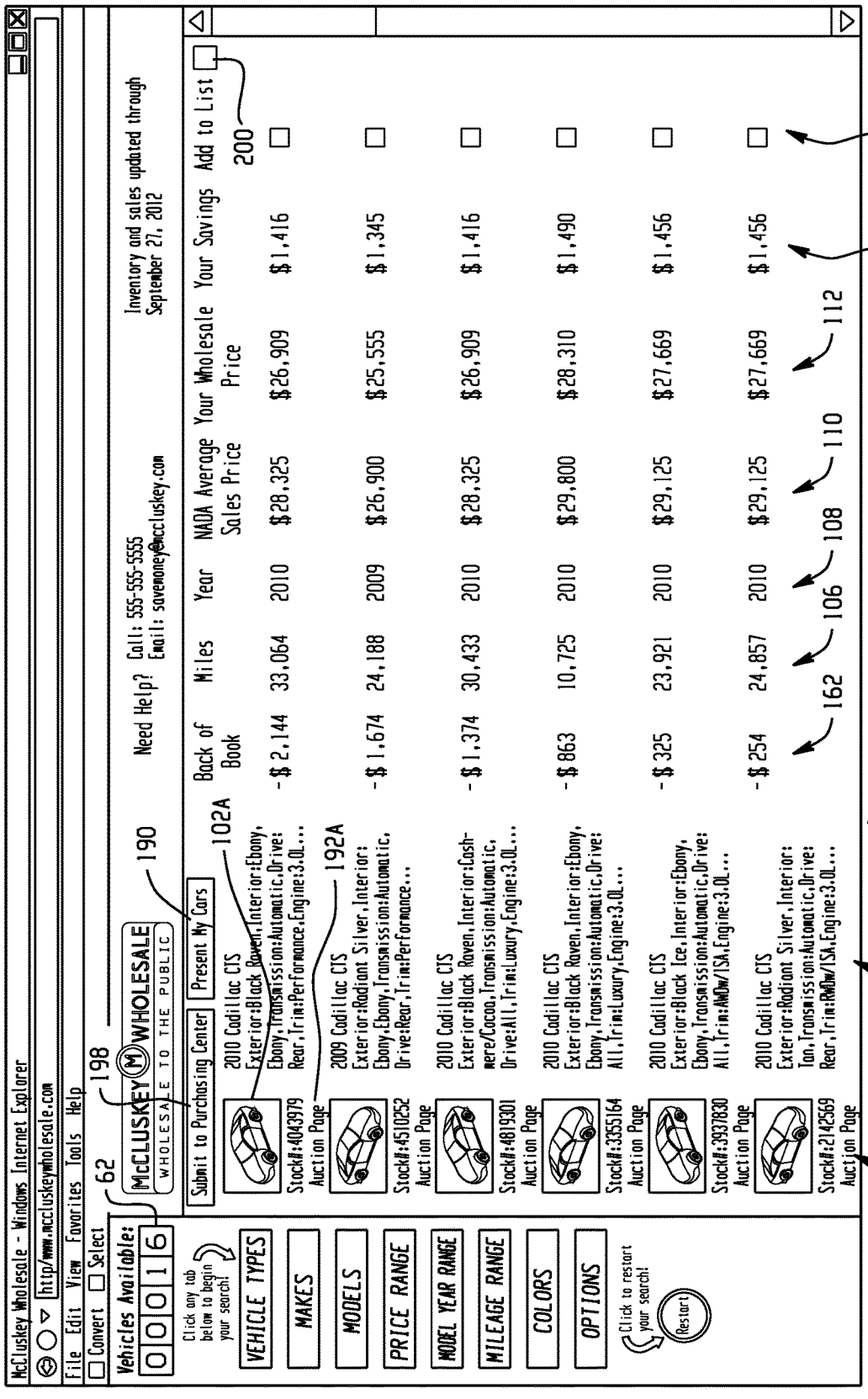

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
62
198
Vehicles Available:
0016
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
190
Need Help? Call: 555-555-5555 Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Submit to Purchasing Center
Present My Cars
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
102A
192A
Back of Book
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
200
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L... Stock#:4043979 Auction Page
-$2,144 33,064 2010 $28,325 $26,909 $1,416
2009 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance... Stock#:4510252 Auction Page
-$1,674 24,188 2009 $26,900 $25,555 $1,345
2010 Cadillac CTS Exterior:Black Raven,Interior:Cashmere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L... Stock#:4819301 Auction Page
-$1,374 30,433 2010 $28,325 $26,909 $1,416
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L... Stock#:3355164 Auction Page
-$863 10,725 2010 $29,800 $28,310 $1,490
2010 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L... Stock#:3937830 Auction Page
-$325 23,921 2010 $29,125 $27,669 $1,456
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L... Stock#:2142569 Auction Page
-$254 24,857 2010 $29,125 $27,669 $1,456
102
104
160
162
106
108
110
112
114
194

Fig. 20

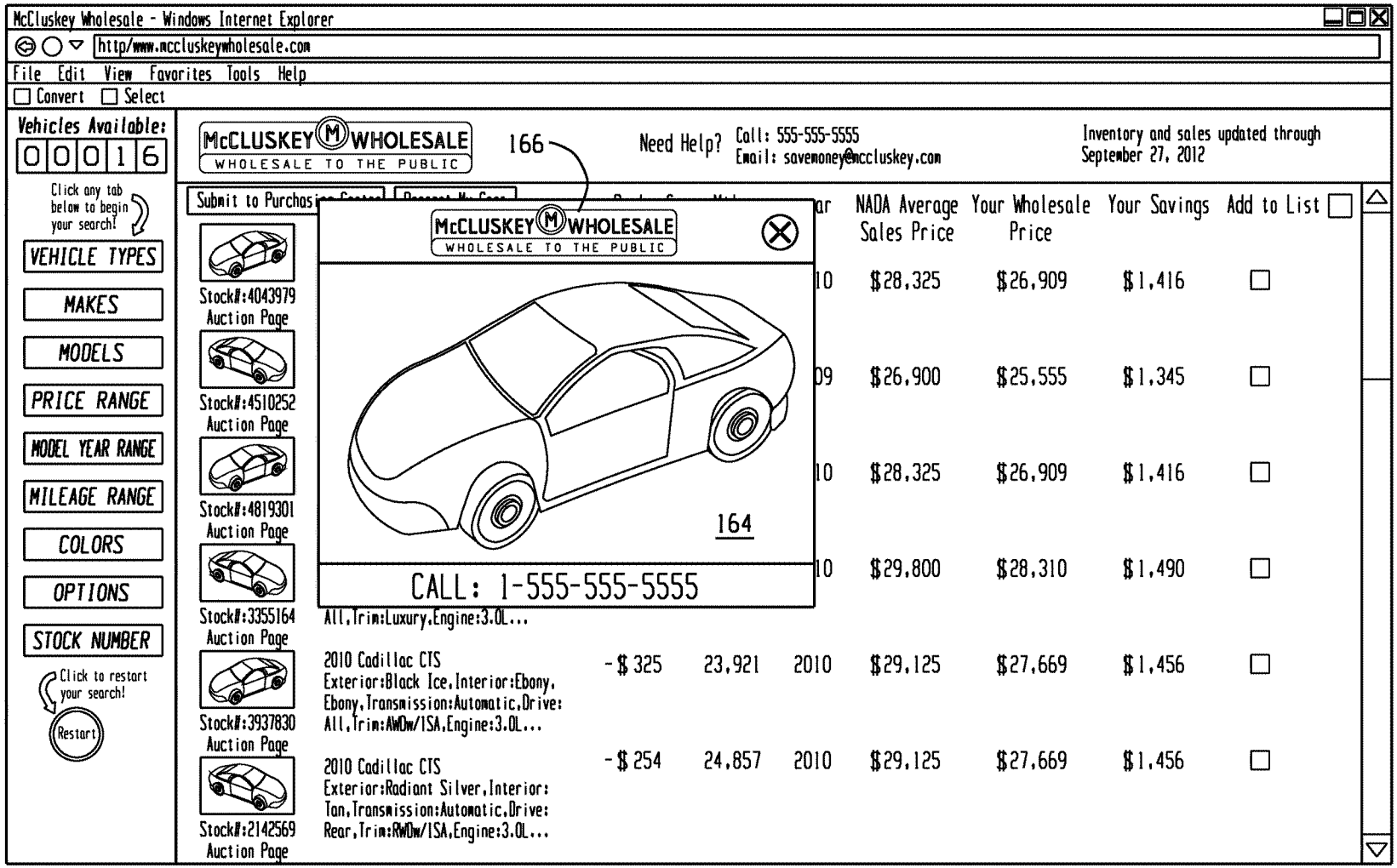

McCluskey Wholesale - Windows Internet Explorer
http/www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
00016
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
STOCK NUMBER
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
166
Need Help? Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Submit to Purchasing Central
Request My Free
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
Stock#:4043979 Auction Page
Stock#:4510252 Auction Page
Stock#:4819301 Auction Page
Stock#:3355164 Auction Page
Stock#:3937830 Auction Page
Stock#:2142569 Auction Page
$28,325 $26,909 $1,416
$26,900 $25,555 $1,345
$28,325 $26,909 $1,416
$29,800 $28,310 $1,490
All,Trim:Luxury,Engine:3.0L...
2010 Cadillac CTS
Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWDw/1SA,Engine:3.0L...
-$325 23,921 2010 $29,125 $27,669 $1,456
2010 Cadillac CTS
Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWDw/1SA,Engine:3.0L...
-$254 24,857 2010 $29,125 $27,669 $1,456
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
164
CALL: 1-555-555-5555

Fig. 21

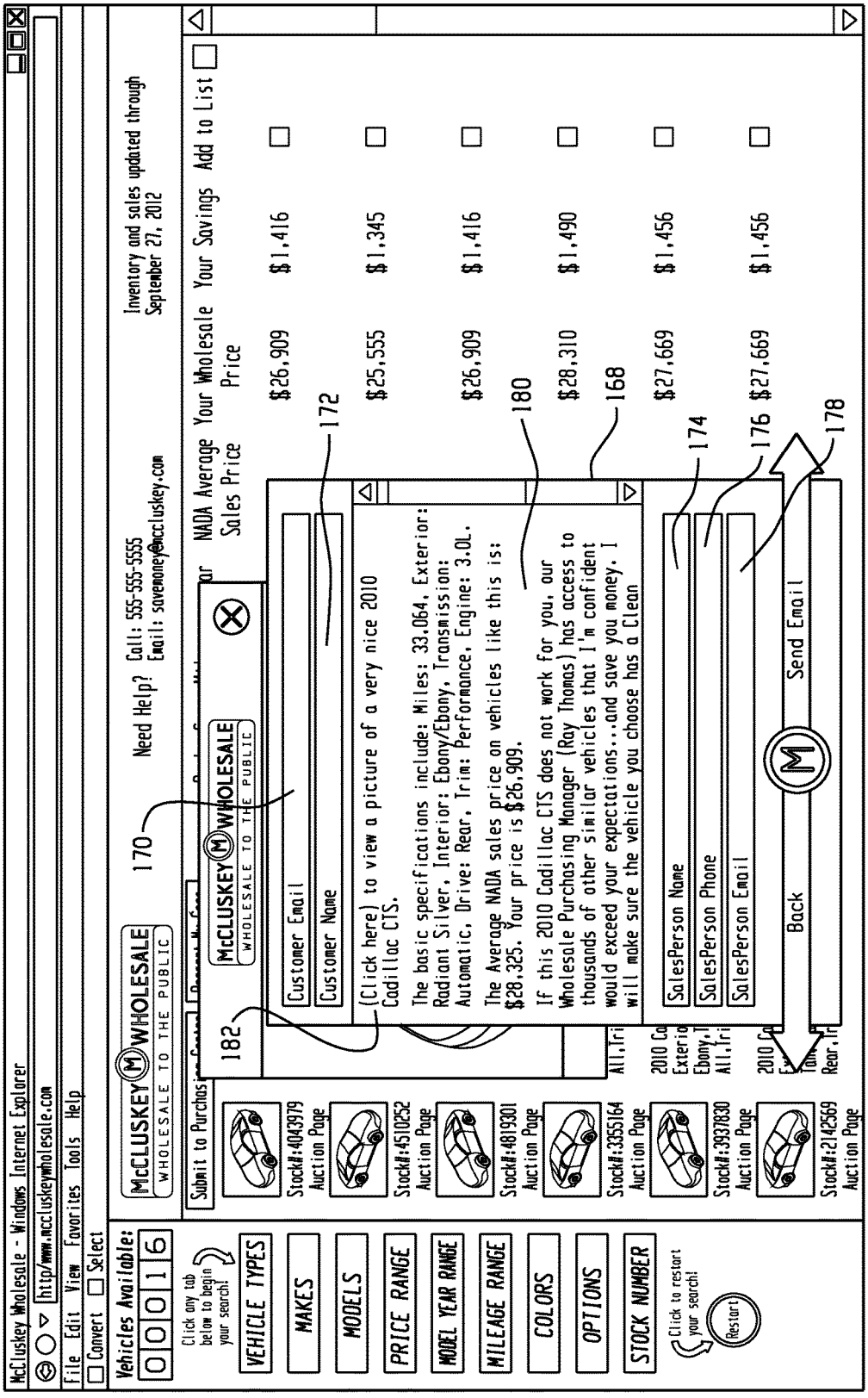

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
0 0 0 1 1 6
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
STOCK NUMBER
Click to restart your search!
Restart
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
170
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Submit to Purchase
182
Customer Email
Customer Name
172
(Click here) to view a picture of a very nice 2010 Cadillac CTS.
The basic specifications include: Miles: 33,064, Exterior: Radiant Silver, Interior: Ebony/Ebony, Transmission: Automatic, Drive: Rear, Trim: Performance, Engine: 3.0L.
The Average NADA sales price on vehicles like this is: $28,325. Your price is $26,909.
180
If this 2010 Cadillac CTS does not work for you, our Wholesale Purchasing Manager (Ray Thomas) has access to thousands of other similar vehicles that I'm confident would exceed your expectations...and save you money. I will make sure the vehicle you choose has a Clean
168
SalesPerson Name
SalesPerson Phone
SalesPerson Email
174
176
Back
Send Email
178
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
$26,909 $1,416
$25,555 $1,345
$26,909 $1,416
$28,310 $1,490
$27,669 $1,456
$27,669 $1,456
Stock#:4043979 Auction Page
Stock#:4510252 Auction Page
Stock#:4819301 Auction Page
Stock#:3355164 Auction Page
Stock#:3937830 Auction Page
Stock#:2142569 Auction Page

Fig. 22A

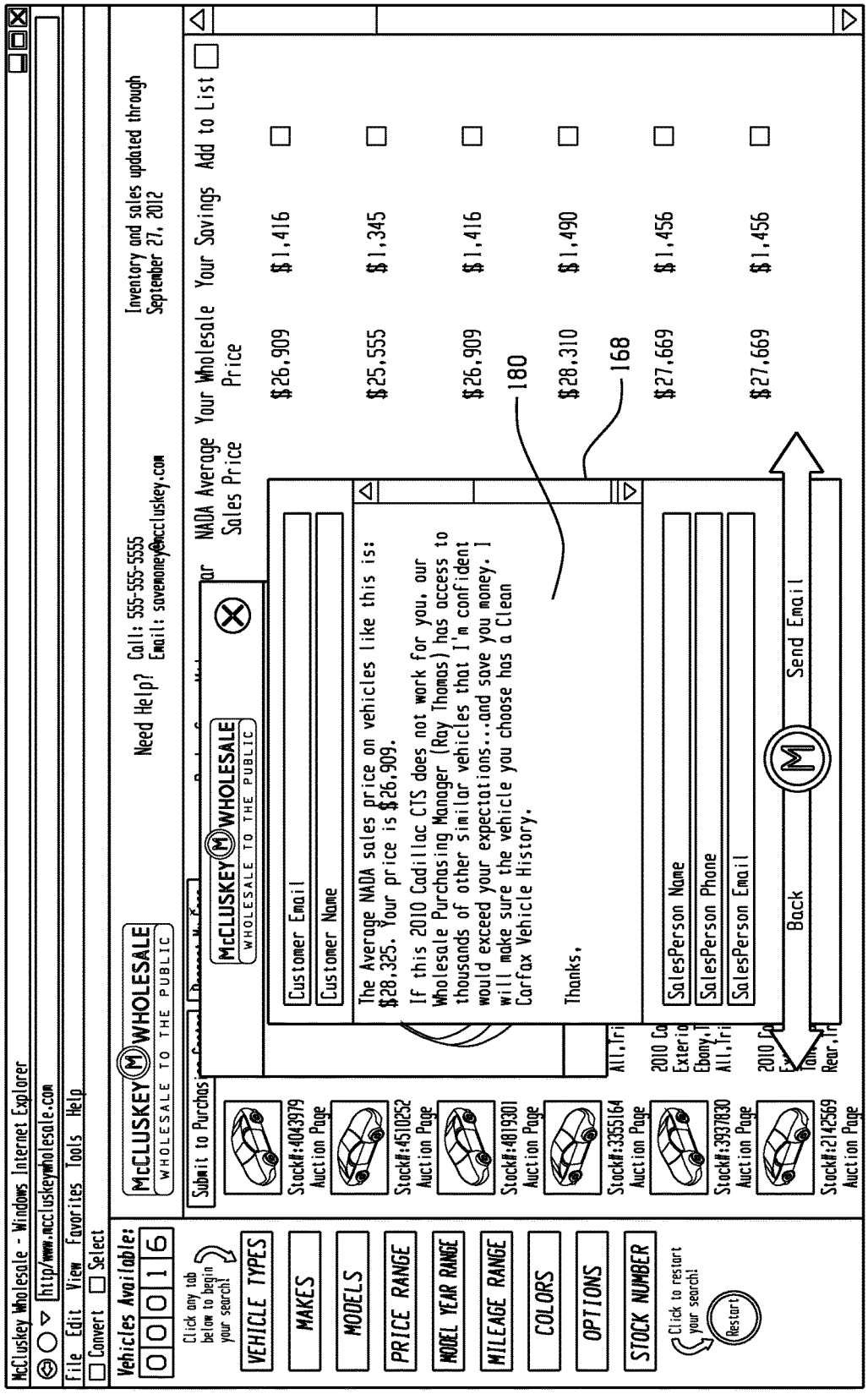

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available:
0016
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
STOCK NUMBER
Click to restart your search!
Restart
Submit to Purchas
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Customer Email
Customer Name
The Average NADA sales price on vehicles like this is: $28,325. Your price is $26,909.
If this 2010 Cadillac CTS does not work for you, our Wholesale Purchasing Manager (Ray Thomas) has access to thousands of other similar vehicles that I'm confident would exceed your expectations...and save you money. I will make sure the vehicle you choose has a Clean Carfax Vehicle History.
Thanks,
SalesPerson Name
SalesPerson Phone
SalesPerson Email
Back
Send Email
180
168
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
$26,909
$1,416
$25,555
$1,345
$26,909
$1,416
$28,310
$1,490
$27,669
$1,456
$27,669
$1,456
Stock#:4043979 Auction Page
Stock#:4510252 Auction Page
Stock#:4819301 Auction Page
Stock#:3355164 Auction Page
Stock#:3937830 Auction Page
Stock#:2142569 Auction Page

Fig. 22B

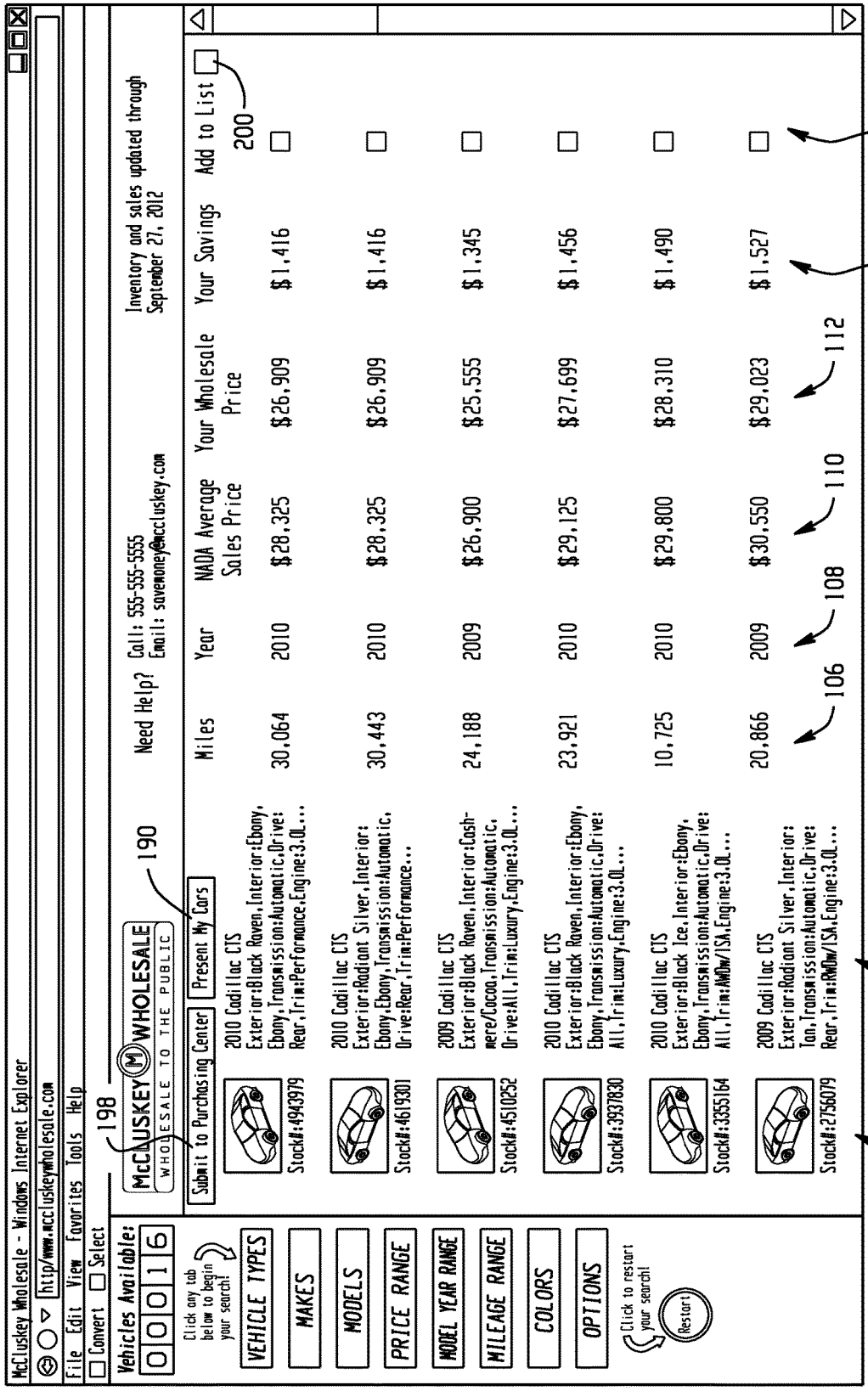

McCluskey Wholesale - Windows Internet Explorer
http://www.mccluskeywholesale.com
File Edit View Favorites Tools Help
Convert Select
Vehicles Available: 00016
Click any tab below to begin your search!
VEHICLE TYPES
MAKES
MODELS
PRICE RANGE
MODEL YEAR RANGE
MILEAGE RANGE
COLORS
OPTIONS
Click to restart your search!
Restart
198
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
190
Need Help?
Call: 555-555-5555
Email: savemoney@mccluskey.com
Inventory and sales updated through September 27, 2012
Submit to Purchasing Center
Present My Cars
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
Add to List
200
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: Rear,Trim:Performance,Engine:3.0L...
Stock#:4943979
30,064
2010
$28,325
$26,909
$1,416
2010 Cadillac CTS Exterior:Radiant Silver,Interior: Ebony,Ebony,Transmission:Automatic, Drive:Rear,Trim:Performance...
Stock#:4619301
30,443
2010
$28,325
$26,909
$1,416
2009 Cadillac CTS Exterior:Black Raven,Interior:Cashmere/Cocoa,Transmission:Automatic, Drive:All,Trim:Luxury,Engine:3.0L...
Stock#:4510252
24,188
2009
$26,900
$25,555
$1,345
2010 Cadillac CTS Exterior:Black Raven,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:Luxury,Engine:3.0L...
Stock#:3937830
23,921
2010
$29,125
$27,699
$1,456
2010 Cadillac CTS Exterior:Black Ice,Interior:Ebony, Ebony,Transmission:Automatic,Drive: All,Trim:AWD/ISA,Engine:3.0L...
Stock#:3355164
10,725
2010
$29,800
$28,310
$1,490
2009 Cadillac CTS Exterior:Radiant Silver,Interior: Tan,Transmission:Automatic,Drive: Rear,Trim:RWD/ISA,Engine:3.0L...
Stock#:2756079
20,866
2009
$30,550
$29,023
$1,527
102
104
160
106
108
110
112
114
194

Fig. 23

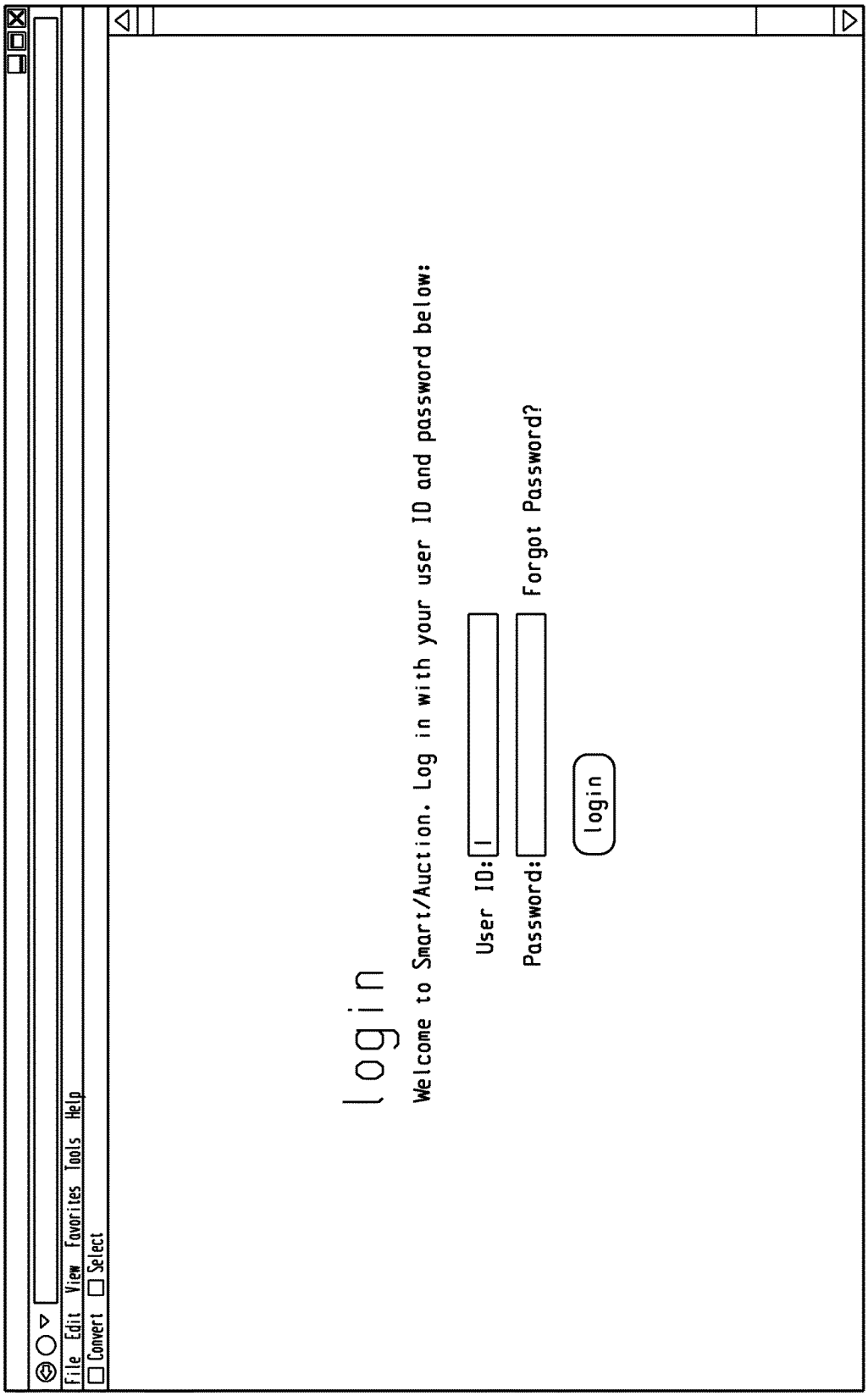

File Edit View Favorites Tools Help
Convert Select
login
Welcome to Smart/Auction. Log in with your user ID and password below:
User ID:
Password:
Forgot Password?
login

Fig. 24

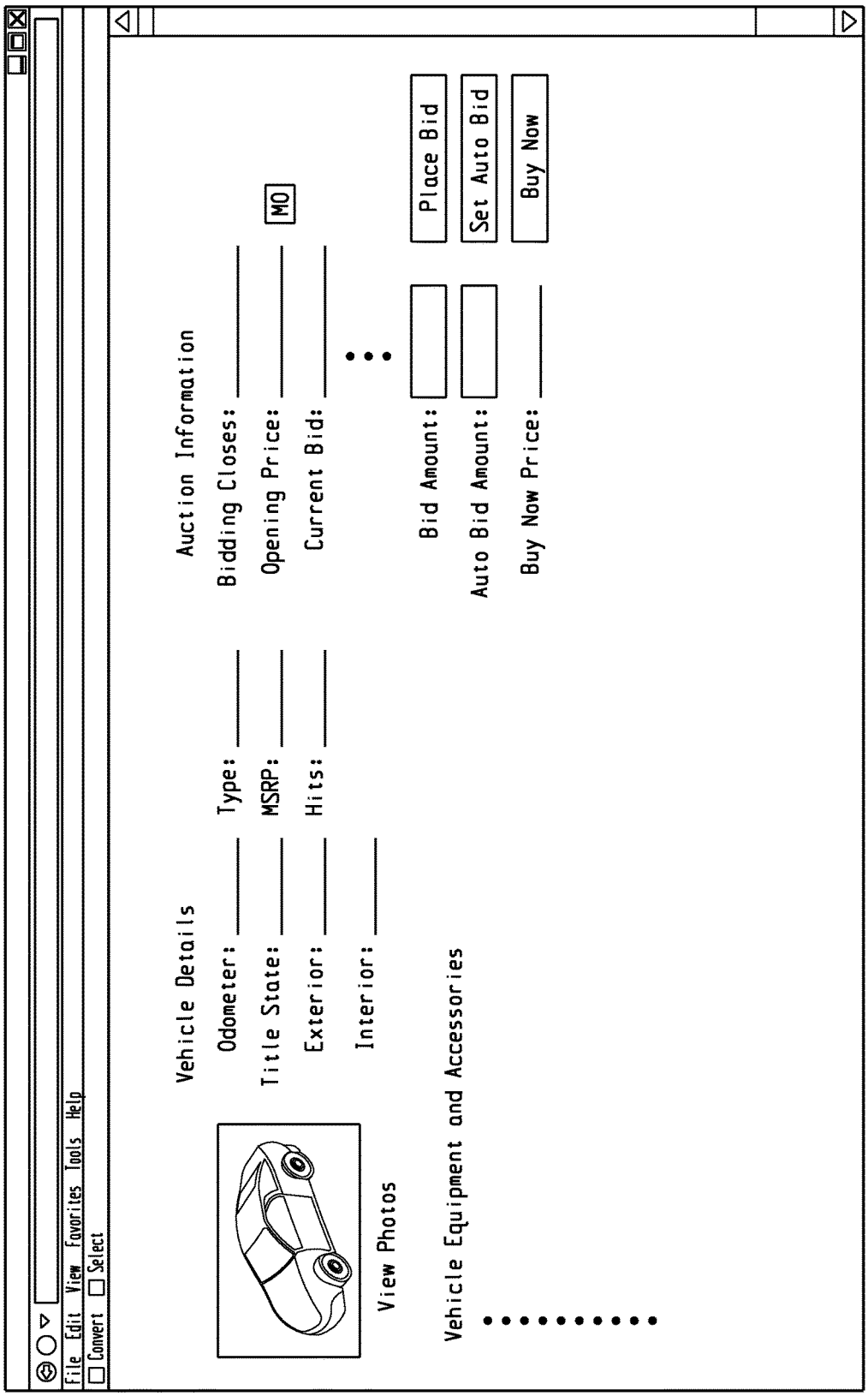

File Edit View Favorites Tools Help
Convert Select
Vehicle Details
Odometer:
Type:
Title State:
MSRP:
Exterior:
Hits:
Interior:
View Photos
Vehicle Equipment and Accessories
Auction Information
Bidding Closes:
Opening Price:
MO
Current Bid:
Bid Amount:
Place Bid
Auto Bid Amount:
Set Auto Bid
Buy Now Price:
Buy Now

Fig. 25

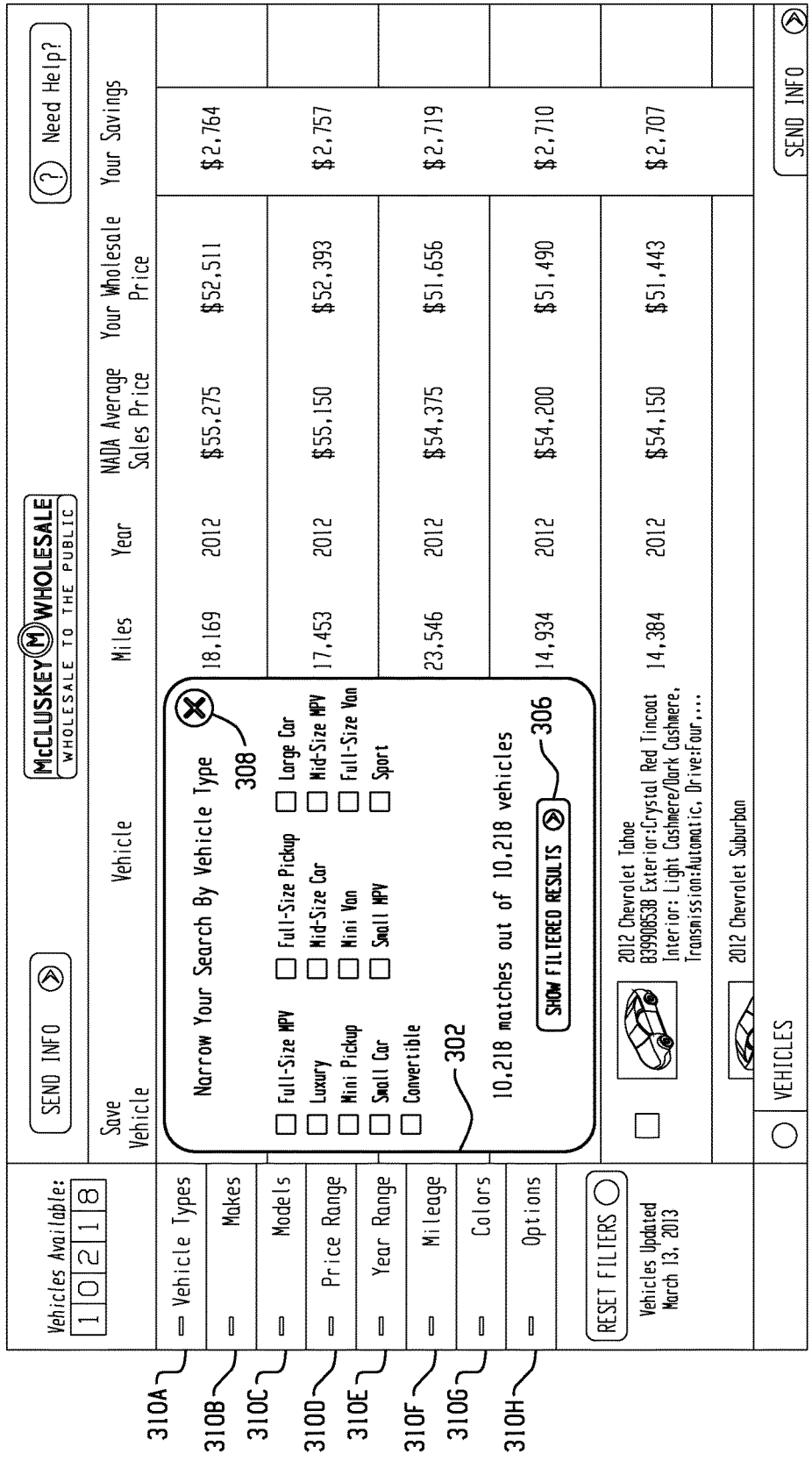

Vehicles Available: 10218
SEND INFO
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Save Vehicle
Vehicle
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
Narrow Your Search By Vehicle Type
Full-Size MPV
Luxury
Mini Pickup
Small Car
Convertible
Full-Size Pickup
Mid-Size Car
Mini Van
Small MPV
Large Car
Mid-Size MPV
Full-Size Van
Sport
10,218 matches out of 10,218 vehicles
SHOW FILTERED RESULTS
18,169 2012 $55,275 $52,511 $2,764
17,453 2012 $55,150 $52,393 $2,757
23,546 2012 $54,375 $51,656 $2,719
14,934 2012 $54,200 $51,490 $2,710
2012 Chevrolet Tahoe
B3990853B Exterior:Crystal Red Tincoat
Interior: Light Cashmere/Dark Cashmere,
Transmission:Automatic, Drive:four,...
14,384 2012 $54,150 $51,443 $2,707
2012 Chevrolet Suburban
Vehicle Types
Makes
Models
Price Range
Year Range
Mileage
Colors
Options
RESET FILTERS
Vehicles Updated March 13, 2013
VEHICLES
SEND INFO
310A
310B
310C
310D
310E
310F
310G
310H
302
306
308
300

Fig. 26

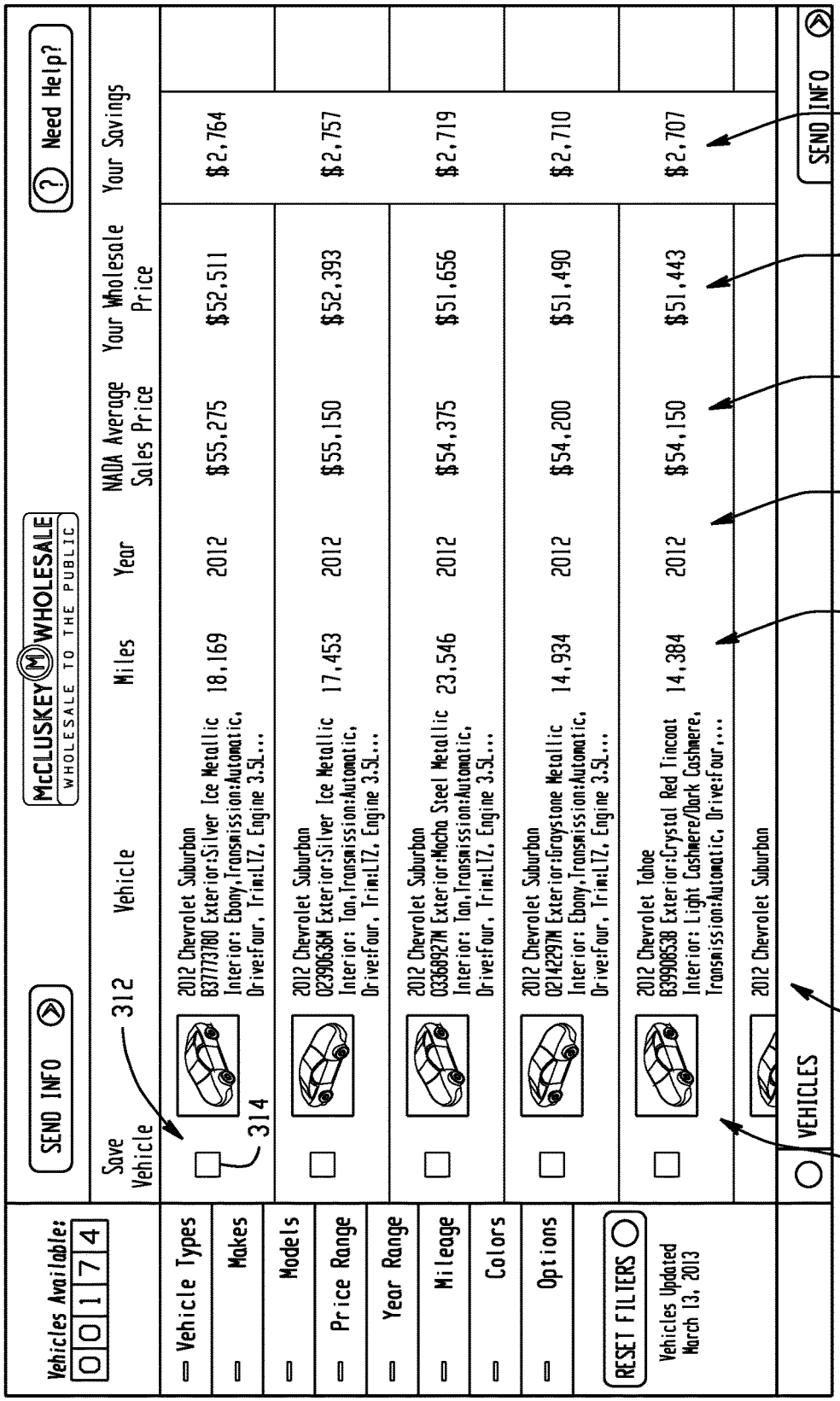

Vehicles Available: 0174
SEND INFO
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Save Vehicle
312
Vehicle
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
Vehicle Types
Makes
Models
Price Range
Year Range
Mileage
Colors
Options
RESET FILTERS
Vehicles Updated March 13, 2013
2012 Chevrolet Suburban B377737B0 Exterior:Silver Ice Metallic Interior: Ebony,Transmission:Automatic, Drive:Four, Trim:LTZ, Engine 3.5L... 18,169 2012 $55,275 $52,511 $2,764
2012 Chevrolet Suburban C2390636M Exterior:Silver Ice Metallic Interior: Tan,Transmission:Automatic, Drive:Four, Trim:LTZ, Engine 3.5L... 17,453 2012 $55,150 $52,393 $2,757
2012 Chevrolet Suburban C3360927M Exterior:Mocha Steel Metallic Interior: Tan,Transmission:Automatic, Drive:Four, Trim:LTZ, Engine 3.5L... 23,546 2012 $54,375 $51,656 $2,719
2012 Chevrolet Suburban C2142297M Exterior:Graystone Metallic Interior: Ebony,Transmission:Automatic, Drive:Four, Trim:LTZ, Engine 3.5L... 14,934 2012 $54,200 $51,490 $2,710
2012 Chevrolet Tahoe B3990853B Exterior:Crystal Red Tincoat Interior: Light Cashmere/Dark Cashmere, Transmission:Automatic, Drive:Four,... 14,384 2012 $54,150 $51,443 $2,707
2012 Chevrolet Suburban
VEHICLES
SEND INFO
314
102
104
106
108
110
112
114

Fig. 27

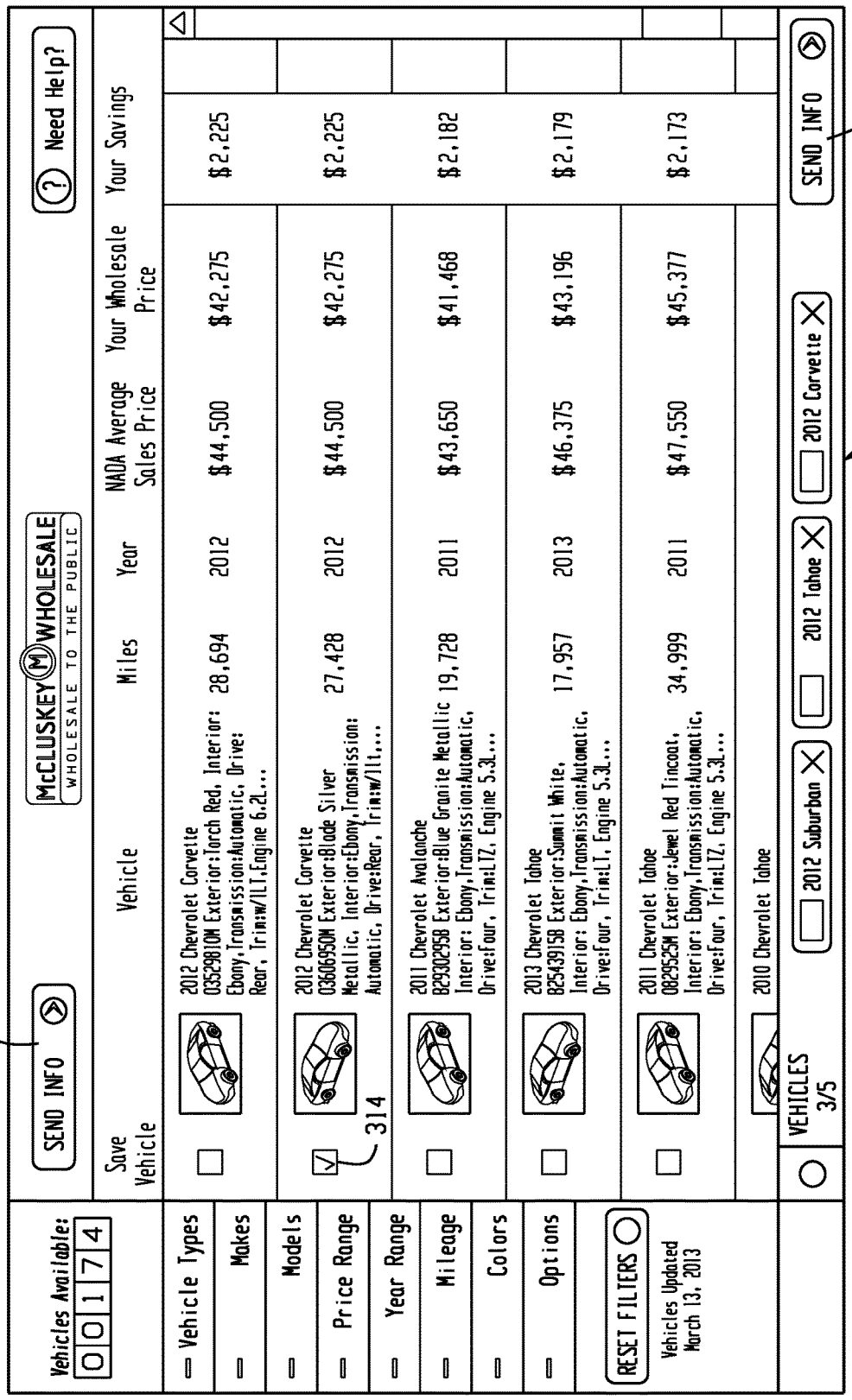

330
SEND INFO
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Vehicles Available: 00174
Save Vehicle
Vehicle
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2012 Chevrolet Corvette 03529810M Exterior:Torch Red, Interior: Ebony,Transmission:Automatic, Drive: Rear, Trim:w/1LT,Engine 6.2L... 28,694 2012 $44,500 $42,275 $2,225
2012 Chevrolet Corvette 03606950M Exterior:Blade Silver Metallic, Interior:Ebony,Transmission: Automatic, Drive:Rear, Trim:w/1lt,... 27,428 2012 $44,500 $42,275 $2,225
314
2011 Chevrolet Avalanche B29302958 Exterior:Blue Granite Metallic Interior: Ebony,Transmission:Automatic, Drive:four, Trim:LTZ, Engine 5.3L... 19,728 2011 $43,650 $41,468 $2,182
2013 Chevrolet Tahoe B25439158 Exterior:Summit White, Interior: Ebony,Transmission:Automatic, Drive:four, Trim:LT, Engine 5.3L... 17,957 2013 $46,375 $43,196 $2,179
2011 Chevrolet Tahoe 08295259M Exterior:Jewel Red Tincoat, Interior: Ebony,Transmission:Automatic, Drive:four, Trim:LTZ, Engine 5.3L... 34,999 2011 $47,550 $45,377 $2,173
2010 Chevrolet Tahoe
Vehicle Types
Makes
Models
Price Range
Year Range
Mileage
Colors
Options
RESET FILTERS
Vehicles Updated March 13, 2013
VEHICLES 3/5
2012 Suburban
2012 Tahoe
2012 Corvette
320
SEND INFO
330

Fig. 28

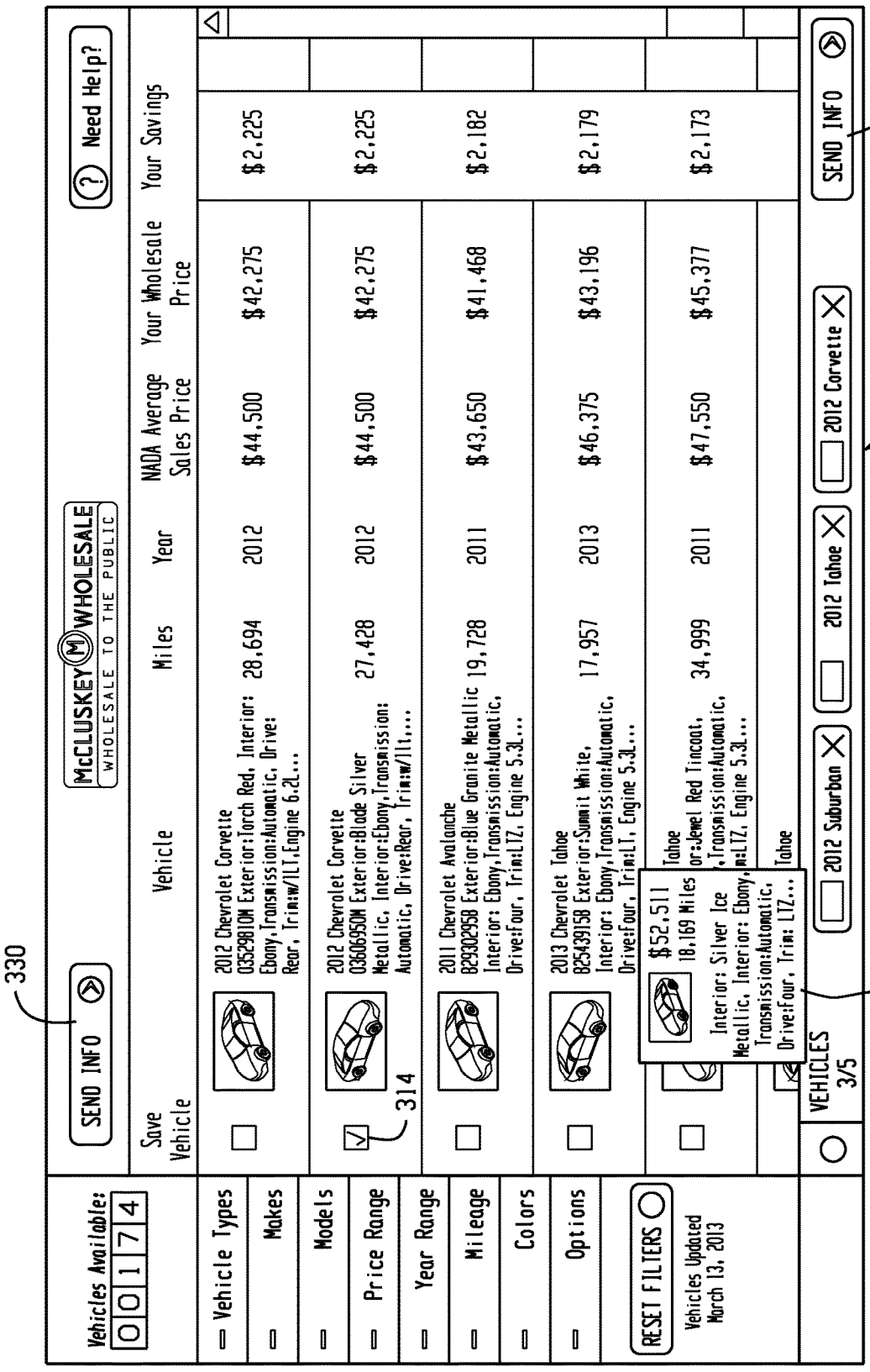

330
SEND INFO
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Vehicles Available: 0174
Vehicle Types
Makes
Models
Price Range
Year Range
Mileage
Colors
Options
RESET FILTERS
Vehicles Updated March 13, 2013
Save Vehicle
Vehicle
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2012 Chevrolet Corvette
035298104 Exterior:Torch Red, Interior: Ebony,Transmission:Automatic, Drive: Rear, Trim:w/1LT,Engine 6.2L...
28,694
2012
$44,500
$42,275
$2,225
2012 Chevrolet Corvette
036069504 Exterior:Blade Silver Metallic, Interior:Ebony,Transmission: Automatic, Drive:Rear, Trim:w/1lt,...
27,428
2012
$44,500
$42,275
$2,225
314
2011 Chevrolet Avalanche
B29302958 Exterior:Blue Granite Metallic Interior: Ebony,Transmission:Automatic, Drive:four, Trim:LTZ, Engine 5.3L...
19,728
2011
$43,650
$41,468
$2,182
2013 Chevrolet Tahoe
B25439158 Exterior:Summit White, Interior: Ebony,Transmission:Automatic, Drive:four, Trim:LT, Engine 5.3L...
17,957
2013
$46,196
$43,196
$2,179
$52,511
18,169 Miles
Interior: Silver Ice Metallic, Interior: Ebony, Transmission:Automatic, Drive:four, Trim: LTZ...
Tahoe
or:Jewel Red Tincoat, ,Transmission:Automatic, m:LTZ, Engine 5.3L...
34,999
2011
$47,550
$45,377
$2,173
Tahoe
VEHICLES 3/5
2012 Suburban
2012 Tahoe
2012 Corvette
320
SEND INFO
330
324

Fig. 29

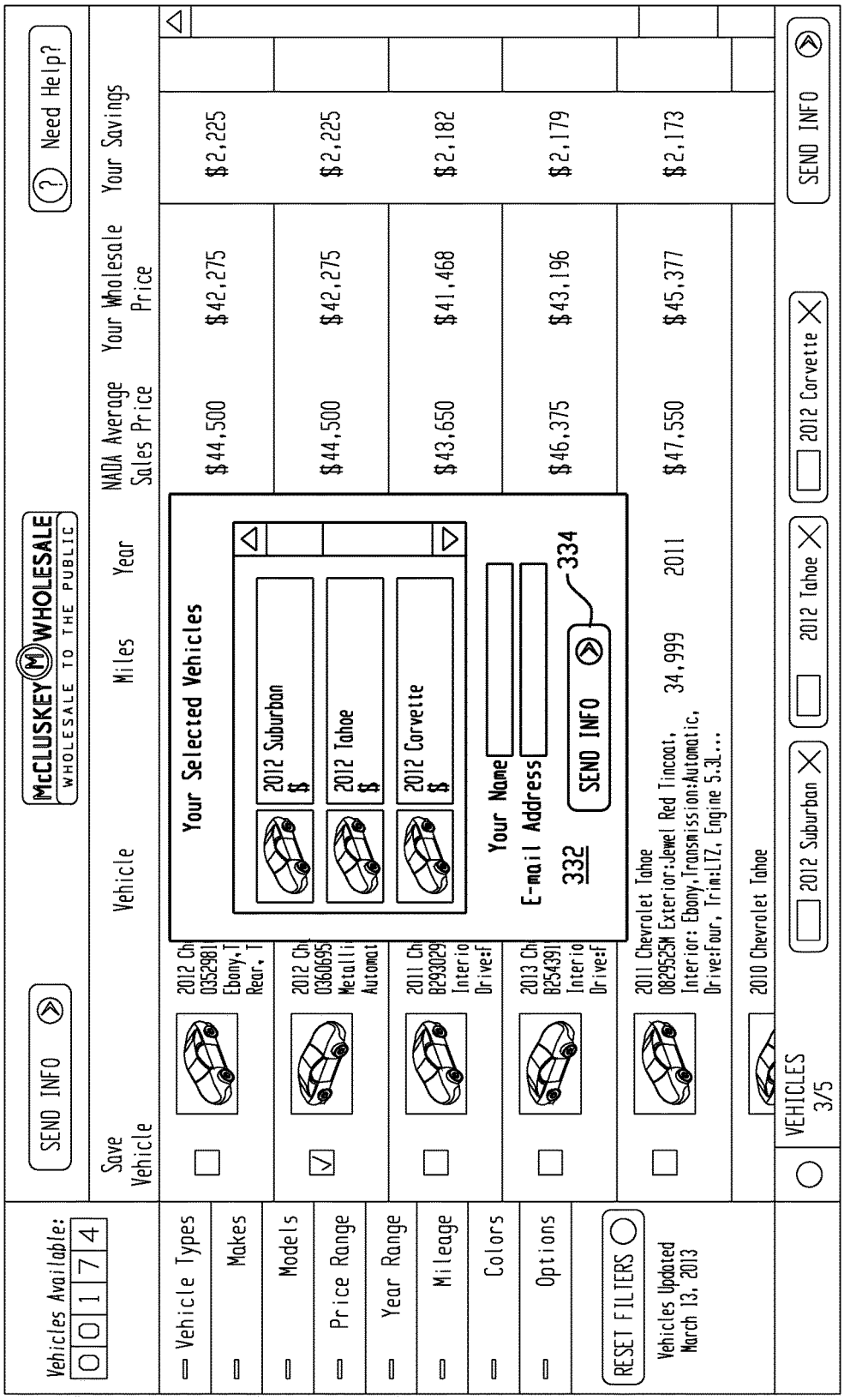

Vehicles Available: 0 0 1 7 4
SEND INFO
McCLUSKEY WHOLESALE
WHOLESALE TO THE PUBLIC
Need Help?
Vehicle Types
Makes
Models
Price Range
Year Range
Mileage
Colors
Options
RESET FILTERS
Vehicles Updated March 13, 2013
Save Vehicle
Vehicle
Miles
Year
NADA Average Sales Price
Your Wholesale Price
Your Savings
2012 Ch 0352981 Ebony,T Rear, T
$44,500
$42,275
$2,225
2012 Ch 0360695 Metalli Automat
$44,500
$42,275
$2,225
2011 Ch B293029 Interio Drive:F
$43,650
$41,468
$2,182
2013 Ch B254391 Interio Drive:F
$46,375
$43,196
$2,179
2011 Chevrolet Tahoe 08295254 Exterior:Jewel Red Tincoat, Interior: Ebony,Transmission:Automatic, Drive:Four, Trim:LTZ, Engine 5.3L...
34,999
2011
$47,550
$45,377
$2,173
2010 Chevrolet Tahoe
Your Selected Vehicles
2012 Suburban $
2012 Tahoe $
2012 Corvette $
Your Name
E-mail Address
332
SEND INFO
334
VEHICLES 3/5
2012 Suburban
2012 Tahoe
2012 Corvette
SEND INFO

Fig. 30

SYSTEM FOR IMPROVING A SEARCHABLE VEHICLE DATABASE OF AGGREGATE VEHICLE DATA

CROSS-REFERENCES

This application claims the benefit of U.S. Provisional Application Ser. No. 61/728,042, filed Nov. 19, 2012, which is incorporated herein by reference.

TECHNICAL FIELD

This application relates generally to the field of used vehicle sales and, more specifically, to a system and method for providing dealerships and consumers with access to an expanded used vehicle inventory based upon vehicles that are up for auction by numerous selling entities at numerous locations.

BACKGROUND

In the used vehicle market, used vehicle dealers generally have difficulty maintaining the proper used vehicle inventory that will best match the needs of a potential vehicle purchaser. Certain vehicles held by the used vehicle dealership may sell quickly, other vehicles may never sell at retail. If a potential buyer desires a specific vehicle that is not in inventory, the dealer may check the inventories of other local dealers etc., but generally that process is cumbersome, does not provide ready access to a large used vehicle inventory and results in the dealer attempting to persuade the customer to consider another vehicle that is in fact in the dealer's limited inventory.

In order to provide a potential large used vehicle inventory, nationwide used vehicle chains, such as CARMAX and AUTONATION have been established, with multiple large used vehicle lots located across the country. Still, this business model requires a large up front investment in facilities as well as the purchase and maintenance of a very large used vehicle inventory that depreciates daily.

When a dealer has used vehicles it is unable to sell direct to consumers in its market, the dealer commonly lists such vehicles for auction via nationwide electronic auction sites such as SmartAuction, which is operated by Ally Financial, OVE.com, which is operated by Manheim, or Openlane.com, or takes the vehicles to a physical auction such as may be operated by Manheim or Adessa Auto Auction. Using these auction systems, dealers can sell used vehicles to, and buy used vehicles from other dealers in an automated manner. In fact, many dealers currently utilize these auction sites to manage their used vehicle inventories. However, such management still involves trying to identify and buy used vehicles to place on the dealer's lot for potential future sale.

It would be desirable to provide consumers with access to a large used vehicle inventory, including vehicles owned by multiple selling parties (e.g., dealers, banks, credit unions and manufacturers, or in some cases inclusive of individuals) across the country, without requiring a substantial over-investment in locations and/or used vehicle inventory and/or wasting money to transport the vehicle unnecessarily.

SUMMARY

In one aspect, a computerized system collects used vehicle data regarding vehicles available for sale from numerous dealers (e.g., as from a vehicle auction system), and modifies and supplements such vehicle data for presentation to the consuming public in a searchable manner such that a single entity (e.g., a specific dealer) can offer all of the vehicles for sale to consumers.

The details of one or more embodiments are set forth in the accompanying drawings and the description below. Other features, objects, and advantages will be apparent from the description and drawings, and from the claims.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. **1** is schematic depiction of a computerized system;

FIG. **2** is a schematic depiction of a vehicle image format;

FIGS. **3-16** show web page views from a searchable vehicle web site;

FIGS. **17-23** show web page views accessible via a dealer login version of the site;

FIGS. **24** and **25** show pages produced by links to the auction web site;

FIGS. **26-30** show an alternative variation of web pages providing additional functionality.

DETAILED DESCRIPTION

Referring to FIG. **1**, a schematic depiction of one embodiment of a computerized system **10** that may be used in carrying out the claimed invention is shown and includes a vehicle auction computer system VA to which numerous Vehicle Selling Entities VSE**1**, VSE**2**, VSE**3** . . . VSE# have access and can upload vehicle data for vehicles the VSEs desire to sell at wholesale auction, as well as access vehicle data for vehicles available for purchase at wholesale auction. In this regard, the VA generally maintains a database of vehicles available for auction and, in connection with each such vehicle, includes associated data such as VIN, make, model, year, color, trim level and/or accessories, mileage, location, damage estimate, vehicle images/photos, required opening bid, current bid and, in many cases, a buy now price. The database is searchable by wholesale purchasers (e.g., vehicle dealerships, not consumers) via a web site interface and dealers can also submit bids etc. via the interface. It is understood that multiple vehicle auction computer systems (e.g., for different vehicle auction sites) may be used in the system (e.g., per the illustrated additional vehicle auction system VA**2**). A given vehicle auction system, such as VA**2**, may also act as an aggregator of vehicles being auctioned by multiple, typically smaller and local auction entities (e.g, per LA**1** through LA#).

A Vehicle Aggregation and Redistribution System (VARS) is connected to the vehicle auction system VA and receives a download of the VA vehicle database data. In various examples, the vehicle database data can be (i) e-mailed to the VARS in a comma-delimited format or (ii) electronically transferred via a secure FTP Process in formats such as comma-delimited files. The VARS is responsible for multiple calculations and table look-ups, then organizing and supplementing the vehicle database data into a new database of accessible and searchable information. For this purpose, the VARS also has access to other data, such as NADA sales data **12**, CarFax data **14** and zip code files. In the present case such supplemental data may be accessible from respective NADA and CarFax computer systems or may be previously obtained and stored in an accessible data storage forming part of the vehicle aggregation and redistribution system VARS. Moreover, the NADA data may actually be included in the vehicle data that is provided by the vehicle auction system VA. The VARS

carries out a sequence of operations to reorganize and supplement the data received from the VA.

More specifically, the VARS carries out the following operation to provide a dealer and consumer friendly platform that enables a single dealer to offer and present all of the vehicles for sale to end customers, even though the dealer does not yet own the vehicles being offered. In this regard, a sophisticated pricing strategy is carried out by the VARS to properly price vehicles for sale to end customers in a manner that assures a profit for the dealer and enables the end customer to easily evaluate the deal it is obtaining. The starting point for the pricing model is the price that will be required for the dealer to purchase the vehicle at auction (the dealer purchase price or DPP). Where the particular vehicle has a buy now price, the buy now price may be set as the DPP. Where the particular vehicle does not have a buy now price, the VARS calculates a DPP in accordance with a pre-established algorithm. For example, the DPP may automatically be set to the opening bid price plus a specified amount, where the specified amount is defined (i) according to the average sales price over opening bid historically for the auction site or (ii) according to some other rule. Once the DPP price has been set, the VARS must build in various other costs to the dealer.

One significant factor in cost to the dealer is location of the vehicle being auctioned. A vehicle that is only 50 miles away from the ultimate consumer sales location will incur one delivery cost, while a vehicle that is 1,000 miles away from the ultimate consumer sales location will incur a higher delivery cost. In one implementation, the VARS determines the delivery distance by comparing the zip code of the selling dealer (i.e., the dealer that put the vehicle up for auction) to the zip code of the dealer that would purchase the vehicle at auction (the purchasing dealer). In another implementation, the VARS determines the delivery distance by comparing the zip code of the selling dealer to the zip code of an end consumer (e.g., as may be input by the consumer or as may be automatically determined according to Google Pay-Per-Click campaign if one was to drive the traffic, or a visitor's geo-positioning based on the IP Address provided to the visitor by their Internet Service Provider). In either case, the determined distance may be multiplied by a known cost per mile (e.g., 75 cents/mile) for delivery to determine the delivery cost (the vehicle transport fee or VTF).

Another potentially significant cost to the dealer is the cost to repair the disclosed damage. As noted above, the data available from the vehicle auction system typically includes such value, and it can be incorporated directly into the pricing as a damage repair cost or DRC. The DRC can be set exactly according to the data received from the vehicle auction system, or an adjustment could be made (e.g., building in a five or ten percent cushion).

Regardless of whether the vehicle has any damage, the purchasing dealer typically needs to perform a vehicle detailing and prep operation (e.g., thorough cleanup, oil change, safety inspection), which is another cost to the retailing dealer. The VARS may use a pre-established cost for this pricing component (the vehicle prep price or VPP).

Finally, there is a purchasing dealer cost associated with each purchase made via the vehicle auction system. The purchaser must pay that fee to the vehicle auction system operator. That cost is generally a pre-established and fixed fee, but could also be a percentage of the auction sales price. In either case, the fee (known as the buy fee or BF) must also be factored into the purchasing dealer cost.

Thus, from the above, the VARS can determine the actual cost for the vehicle (or ACV) as:

$$ACV=DPP+VTF+DRC+VPP+BF$$

Once the ACV is established, the VARS can then price the vehicle for sale to the consumer according to predefined logic. In this regard, while goals of the present system and method include to assure that the purchasing dealer makes an acceptable profit and to try and provide the consumer with an attractive price. In one implementation, the profit is defined according to one of several possibilities. Specifically, the VARS may utilize (i) a predefined base profit (i.e., specified $), (ii) a percent mark-up over the ACV or (iii) a profit established according to savings (e.g., percent or dollar value) as compared to the average retail value or ARV for the vehicle. Thus, the VARS may perform a number of calculations to determine a final vehicle offer price or VOP.

$$VOP1=ACV+\$AMOUNT$$

$$VOP2=ACV\times 1.1$$

$$VOP3=0.90\times ARV \text{ or } VOP3=ARV-\$500$$

It is contemplated that the VARS will select highest dollar value from among VOP**1**, VOP**2** and VOP**3** and set it as the actual VOP. In this manner, (1) the purchasing dealer will always be assured of profiting by at least a specified dollar amount because VOP**1** will be selected if VOP**2** and VOP**3** are lower than VOP**1**, (2) the purchasing dealer will be assured of making at least a specified percentage profit any time VOP**1** is not the largest amount and (3) without passing up the opportunity for a larger profit, the purchasing dealer will be assured of being able to present the consumer with a truly fair price even if the purchasing dealer is making a large profit because the ACV happens to calculate out to be significantly lower than the average retail value ARV.

With respect to the above analysis, the average retail value ARV should be from a trusted, consumer accepted source. For example, NADA average retail value may be used. In this regard, the VARS not only utilizes the ARV in connection with setting the pricing, but also uses the ARV to establish a data set the reflects the value of the VOP to the consumer by comparing the VOP to the ARV. Thus, if the VOP for a vehicle is $9,100 and the ARV is $10,100, then the VARS establishes a consumer savings value of $1,000 for the vehicle ($10,100–$9,100). Of course, the consumer savings value may not always be positive. For example, if the VOP is $10,975 and the ARV is $10,400, then the consumer savings value would be –$575. Regardless, the consumer savings value (or CSV) established by the VARS can be a useful tool to demonstrate to a consumer that a particular VOP represents a good price/value or a great price/value, as will be demonstrated below. A negative CSV represents a price over the ARV, while a positive CSV represents a price below the ARV. Typically vehicles with a negative CSV may represent vehicles in mint condition or having colors or other features that make the vehicles more desirable than average.

In addition to analyzing and supplementing the date from the VA system to establish the VOP and CSV, the VARS also performs an image modification on the vehicle image/photo. Specifically, and referring to the schematic image depiction **30** of FIG. **2**, the image received from the VA system is cropped to a standard relative height and width and resized to thumbnail to allow for faster loading of search results with only a small thumbnail next to each vehicle listing. The received image size is reflected by border **32**. Typically,

selling dealers submit the vehicle images with upper or lower banners (either inserted in the image or as an original part of the image because of signage that was behind the vehicle when the photo/image was captured) that identify the selling dealer. In the case of the present system, it is desired for that information to not appear in the images that are ultimately presented to consumers searching for vehicles. Accordingly, the VARS carries out an automatic cropping operation on the photo. For example, the VARS may automatically crop the top and bottom portions of the image **30** at the locations represented by dashed lines **34** and **36**. In the majority of cases this cropping operation will result in removal of the selling dealer information from the image.

The VARS may also pre-filter the vehicle data to eliminate vehicles that are unlikely to be sold to consumers because the VOP is too far above the ARV. For example, if a particular vehicle VOP is simply too high (e.g., VOP higher than the ARV by a certain $ amount or certain %), or if a vehicle has too much current damage (e.g., DRC greater than a certain $ amount), then the VARS will kick the vehicle from the data set. Likewise, in some implementations, the VARS may automatically check the car fax report for each vehicle and if the vehicle has been (i) totaled or retitled, (ii) involved in more than X number of accidents or (iii) involved in an accident with more than Y $ of damage, the VARS may automatically kick the vehicle from the data set. Other factors could be developed and used to eliminate vehicles from the consumer searchable data set.

Referring again to FIG. **1**, the VARS organizes the original, modified and supplemented vehicle data into a database that can be presented for easy consumer searching via a web site **16**. In one implementation, the database is organized and presented to consumers in a spreadsheet type format as will be described below.

The web site **16** may be under the control of the purchasing dealer **18**, whose personnel can also search the database. In one implementation, the dealer personnel may use a specific access login that gives them access to information over and above that which the consumers C**1**, C**2** etc. can access, but this feature is not a required part of the system. For example, the VARS may also automatically calculate the dealer profit (or DP) on each vehicle, that is VOP−ACV, and present that data in a separate search result field for searches conducted via the dealer access login, but not for searches conducted by consumers without the dealer login.

Referring now to FIGS. **3-17**, the operation of the web site **16** is now described. A start page **50** for the site is shown in FIG. **3** and includes some basic description information and a graphical "Start Your Search" button **52**. When the start your search button **52** is selected, the system performs a data search and load operation. The purpose of the data search and load operation is to assure that the most up to date vehicle data is used, as it is possible that at any point in time vehicles that were listed for sale by the VA site may have been sold or pulled from the VA. In addition, the data search/load operation may be used for the purpose of recalculating the VOP in those implementations where the consumer location (rather than location of dealer **18**) is used to determine the VOP. In one implementation of such an embodiment, the VARS automatically determines whether the consumer accessing the site is more than a predetermined distance from the location of the dealer **18** (e.g., more than 100 miles) and, if so, the VARS utilizes the consumer location as the delivery location to determine the VOP. If not, the VARS automatically utilizes the VOP determination according to the location of dealer **18**.

Once the data is ready to be searched, the consumer is presented with the search page **60** shown in FIG. **4**. Notably, the page shows the total number of vehicles available in an odometer-style graphic **62** and presents search refinement categories **64**A-**64**H that can be selected by the user to narrow down the choices to more exact matches of the vehicle they desire. The Vehicle Types category **64**A may be automatically active upon initial presentation of page **60**, resulting in the pop-up frame **66**A that includes a variety of vehicle types (e.g., each of the industry standard vehicle types) that can be selected by the consumer in a check the box fashion. As demonstrated in FIG. **5**, when a vehicle type box is selected (e.g., in this case the Luxury type), the odometer graphic **62** automatically lowers to the number of vehicles that match that selection, as does the match count shown in frame **66**A. At any time, the consumer can select the Show My List graphic **68** to see the list of vehicles or continue to narrow their list by choosing any one of the other tabs **64**B to **64**H (as suggested by the Narrow My List arrow graphic **70**).

FIG. **6** shows the pop-up frame **66**B based upon selection of the Makes category **64**B (note that only luxury Makes show up in frame **66**B since that was the only type selected in previous step). Again, when a make is selected (e.g., in this case Cadillac only) the odometer graphic **62** continues its drop to represent the number of matching vehicles. FIG. **7** shows the pop-up frame **66**C based upon selection of the Models category **64**C (note that only Cadillac's models are shown in frame **66**C consistent with the previous Make selection). FIGS. **8** and **9** show the pop-up frame **66**D based upon selection of the Price Range category **64**D. As shown in FIG. **8**, the box **66**D initially shows a full price range, with MIN and MAX slide graphics **72** and **74** available for user selection and adjustment along the price scale. When the user adjusts the slides per FIG. **9**, the odometer graphic again reduces according to the number of matching vehicles. FIG. **10** shows the pop-up frame **66**E based upon selection of the Model Year Range category **64**E, with MIN and MAX slide graphics **76** and **78** available for the consumer to move in order to refine the year range. FIG. **11** shows the pop-up frame **66**F corresponding to selection of the Mileage Range category **64**F, again with MIN and MAX slide graphics **80** and **82**. Frame **66**F also provides a box that can be selected to narrow the search to only low mileage vehicles (e.g., vehicles that have been driven less than 10,000 miles per model year old). FIG. **12** shows the pop-up frame **66**G based upon selection of the Colors category **64**G, with color selection boxes provided in the frame. FIG. **13** shows the pop-up frame **64**H based upon selection of the Options category **64**H.

FIGS. **14**A-**14**B show a vehicle search results page **100**. Each vehicle is presented with vehicle image **102** (e.g., cropped per the action of the VARS), vehicle description **104**, mileage **106**, year **108**, NADA average retail price **110**, the offer price or VOP **112** and the consumer savings or CSV **114**. In this case the full 16 matching vehicle results are not displayed on the screen at the same time, but the user can use the vertical slide button **115** to move up and down through the results per FIGS. **14**B and **14**C. A "Get More Information" graphic **116** is also provided for each vehicle result. When a consumer selects the graphic **116**, a pop-up frame **118** (per FIG. **15**) is presented to the consumer, where the consumer enters name, e-mail and phone information. The consumer can also request a CarFax report by checking the appropriate box and/or authorize the presentation of other vehicles similar to the one in which they are interested. When the consumer selects the get more information graphic

120, the consumers data is sent to the dealer 18 (see FIG. 1) so that dealer personnel can follow-up with the consumer (e.g., by e-mail or phone). For example, the dealer personnel can e-mail the CarFax report to the consumer as requested. The CarFax reported is e-mailed as a PDF file and is downloaded at the time of sending the e-mail so that the report is up to date. The dealer personnel work with the consumer and when the consumer is ready to commit to a purchase, the dealer personnel can proceed with the purchase of the vehicle from the auction site VA.

FIG. 16 shows the results page 100 after refinement by the consumer. Specifically, the results are presented in a spreadsheet style format. To reorder the results the consumer can simply click the column headers (e.g., any of Miles, Year, NADA Average Sales Price, Your Wholesale Price, or Your Savings) and the system automatically reorganizes the results in a lowest to highest or highest to lowest ordering. In the case of FIG. 16, reordering according to selection of the Your Savings header is shown as compared to FIG. 14. In this regard, the default may be to show the results with the highest savings when the matching results are initially shown. The vehicle results can similarly be reordered according to the other column headers for ease of finding the lowest prices, lowest miles etc.

Although the foregoing description focused on walking through each search category 64A-64H sequentially, it should be understood that the site operates to permit user selection of any one of the categories at any given time. Also, there is no requirement that the user select each and every category for the purpose of carrying out a search.

Referring again to FIG. 1, it is contemplated that the dealer 18 may set up temporary or permanent satellite delivery locations (SDLs) at various places across the country. For example, if the dealer 18 is located in Cincinnati, Ohio and desires to focus on selling used vehicles in Los Angeles, Calif., a satellite office may be established there. When consumers in California search for vehicles, the VARS may utilize the SDL as the delivery location for the purpose of determining the VOP. Moreover, the dealer 18 may establish relationships with other dealers, physical auction sites or other entities across the country for the purpose of finalizing the vehicle delivery to the consumer. In such cases, the VARS may use the closest alternative delivery location ADL to the actual vehicle location for the purpose of determining the VOP. In such cases, it will be necessary to build-in a nominal processing fee for the alternative delivery location ADL operator. Typically this processing fee is on the order of $50 to $100 for handling the paperwork, delivery, etc. When dealing with delivery through an ADL, the customer C3 would first identify vehicle(s) of interest through the web site 16, then work with the dealer 18 to arrange final deal terms, which would include delivery/vehicle pick-up at the ADL site. The dealer 18 would coordinate with the owner of the ADL site to deliver the vehicle and final paperwork for processing of customer pick-up.

Thus, the described system may be implemented with a flexible pricing feature that focuses on the consumer, with different consumers being shown the appropriate pricing based upon the consumers being in different locations. This feature will enhance sales by providing more competitive pricing to the customer when the customer is located closer to the actual vehicle location than to the primary location of the selling dealer.

Other functions that may be included on the web site include the ability for the customer to link a specific vehicle image and/or other data to social network sites such as Facebook, Twitter or Pinterest. This function would enable the customer the ability to immediately and easily share with others the vehicle that the customer is considering purchasing, and obtain valuable feedback on the vehicle before making their final decision.

The VARS may also include other automated functionality, such as automatically evaluating the received vehicle data for vehicles that would be particularly profitable for the dealer, and sending a "Good Buy" alert to a specific e-mail address to alert dealer personnel regarding the vehicles. The dealer can use this information to purchase vehicles for its used vehicle lot, regardless of the fact that no customer has yet agreed to purchase the vehicle.

Referring now to FIGS. 17-24, specialized functions available only to the dealer are now described. In this regard, as reflected in FIG. 17 the start page 50 may include a log-in call-up function (e.g., by clicking a particular part of the screen) that opens a login frame 150 for entry of Username and Password data. If the login information is authenticated, the user can access and define vehicle criteria in a manner similar to that described above but with additional data and functionality. In the case of FIG. 18, a logged in user has selected the identical criteria as described above, with an end result of 16 matching vehicles. However, note that the logged in user can select the additional refinement category of Stock Number 641. When the logged in user selects the Show My List graphic 68, the user is presented with results page 160 per FIG. 19. As in the case where the user is not logged in, each vehicle result is presented with vehicle image 102 (e.g., cropped per the action of the VARS), vehicle description 104, mileage, 106, year 108, NADA average retail price 110, the offer price or VOP 112 and the consumer savings or CSV 114. Note however, that each vehicle result also includes a dealer Back of Book value 162 that compares the selling entity price to the average dealer wholesale price.

The dealer results page 160 also includes a function not found on the consumer results page 100, namely the ability to order the results according to dealer profit. In this case such a reordering is achieved by clicking on the odometer graphic 62, with the resulting reordering of the results shown in FIG. 20.

The dealer results page also includes automated messaging functionality that may be triggered by selecting the image icon of a particular vehicle (e.g., 102A), by which the image is shown in a pop-up frame 164 per FIG. 21. By clicking/selecting the dealer logo 166 in the frame 164, an e-mail frame 168 (see FIGS. 22A and 22B) is produced that allows a potential customer's email address and name to be entered in respective fields 170 and 172, along with a salesperson name, phone number and e-mail in respective fields 174, 176 and 178. One or more of fields 174, 176 and 178 may be pre-populated with the proper name, phone number and e-mail based upon data associated with the login information if desired. An e-mail message field 180 is prepopulated with a standard format/customized message to the customer about the particular vehicle associated with the image that was used to pull up the message frame 168. The e-mail message includes a link 182 to the image of the vehicle, along with certain information relating to the vehicle (e.g., make, model, year, mileage, selling price and average NADA price). Salespeople can utilize this feature to easily identify vehicles for customers based upon information the customer has provided, and then forward the information to the customer via their e-mail. The salesperson may choose to modify or add to the message in field 180 as well, if desired.

Referring back to FIG. **20**, the dealer results page **160** also includes a Present My Cars button **190** that a salesperson can select to eliminate the Back of Book column **162**, as shown in FIG. **23**. The salesperson may desire to utilize this feature when the salesperson hones in on results for a customer and desires to show the results to the customer (e.g., while the customer is present at the dealership) without providing the Back of Book information, which information may only serve to confuse the customer.

The dealer results page **160** also includes an Add to List column **194** with an associated check box **196** for each vehicle result. The dealer salesperson can check the box or boxes **196** of the vehicles of interest, and when the salesperson subsequently clicks the Submit to Purchasing Center button **198**, an e-mail or other message is automatically generated and forwarded to authorized purchasing personnel to begin the process of vetting the vehicle(s) and/or proceeding with purchase of the vehicle(s) from the auction site VA.

Alternatively, a printer icon button **200** is also provided. The salesperson can identify a limited number of vehicles (e.g., up to five) to be used in creating a customer presentation page that is automatically generated when the printer icon button **200** is clicked. The customer presentation page includes an appropriately formatted vehicle summary page with the vehicle photo or photos, details and pricing of each of the selected vehicles, as well as a space next to each listed vehicle for customer selection. The system may enable the salesperson to customize the presentation page by allowing the salesperson to select a particular number (e.g., six) of the photographs available for the vehicle as the salesperson determines those photos best suited to the customer in question. The salesperson utilizes the customer presentation page(s) to discuss the vehicles with the customer, and when the customer makes a final selection, the customer initials in the customer selection space next to the desired vehicle. The salesperson can then use the initialed customer presentation page to have authorized purchasing personnel move forward with purchase of the particular vehicles from the auction site VA. The customer presentation pages may be generated as a PDF that can then be printed off or e-mailed to the customer. One PDF may be created for the customer (without VIN #s) and a different PDF for the dealership personnel/salesperson (with VIN#s), to enable the dealership/salesperson to easily identify the exact vehicle of interest to the customer, assuming the customer responds to the PDF report/pages favorably at some future time.

Finally, the dealer results page also includes an Auction Page link (e.g., **192**A of FIG. **20**) associated with each vehicle result.

In the dealer version, there is an Auction Page link that hyperlinks to a specific web page associated with the vehicle in question, such as a web page at which the dealer manager can view further information and purchase the vehicle with a simple click of a button (e.g., per FIG. **25** and the BUY NOW button). If the dealer manager is already logged in to the auction web site, the link opens the specific vehicle web page. This operation facilitates the ability of the dealer to easily purchase a vehicle that has been identified for purchase by a customer. Details regarding the vehicle and the current status of the auction for that vehicle are included on the page. If the dealer manager is not already logged into the auction web site, the auction web site opens a log-in page instead (e.g., per FIG. **24**).

In another embodiment, the auction web site and the dealer may work out an arrangement such that the hyperlink itself contains or causes a transfer of embedded and/or encrypted login information so that even if the dealer manager is not already logged in, he/she will be taken directly to the specific vehicle web page.

Referring now to FIGS. **26-30**, web pages provided by a variation of the web site **16** (FIG. **1**) are shown. In this embodiment, the home or start page **300** of the site is shown in FIG. **26**. Notably, the start page in this case is the search page of the site, with the search box **302** for Vehicle Type category **310**A already opened and awaiting user selection. The user can select one or more Vehicle Types. Upon selection of one or more Vehicle Types and subsequent selection of the SHOW FILTERED RESULTS button **306** (or the window close button **308**), the system will narrow the results to those vehicles that satisfy the Vehicle Types selection. The user can also select any of the other categories **310**B-**310**H and further narrow the search in a similar manner as described above.

FIG. **27** shows a search results view page **320** in which the results have been narrowed to one-hundred seventy-four vehicles. By comparison to the embodiment described above, each result no longer includes an associated Get More Information graphic, and a horizontal demarcation graphic (e.g., a line) is provided between each vehicle result. Each vehicle result is presented with vehicle image **102** (e.g., cropped per the action of the VARS), vehicle description **104**, mileage **106**, year **108**, NADA average retail price **110**, the offer price or VOP **112** and the consumer savings or CSV **114**. Notably, a Save Vehicle column **312** is provided, with a corresponding selection box **314** for each vehicle result. Also of note, the particular data set that is being used to set the order of the vehicles (in this case the consumer savings **114**) is offset by a columnar shading or other similar effect to make it easier for the user to understand how the vehicles have been organized on the page.

As shown in FIG. **28**, vehicle results for which the selection box **314** is selected are loaded into a lower bar region **320** of the main page view. In this case, three vehicles have been selected and loaded into the bar region **320**. A total of five vehicles can be selected in this manner, though variations on the number are possible. Moreover, vehicles loaded into the bar region **320** remain loaded even if a new search is initiated. Thus, a user can perform multiple searches and load up vehicles into the bar region from different sets of search results. As shown in FIG. **29**, when the pointer is moved atop one of the vehicle boxes loaded in the bar region **320**, a pop-up box **324** is automatically generated with additional vehicle information.

Once one or more vehicle save boxes **314** have been selected, the user can select either of the SEND INFO buttons **330**, which will cause the generation of the pop-up frame **332** shown in FIG. **30**. This frame shows the loaded vehicles, and provides similar functionality to the pop-up frame **118** described above. The user enters name, e-mail information and phone number, and selects the frame SEND INFO button **334** to request further vehicle details from the wholesaling dealer. Thus, the user can select multiple vehicles as to which further information is desired, and make a single request for information on the multiple vehicles. The pop-up frame may also include an e-mail field enabling the user to select the sales consultant's name (e.g., the sales consultant that has been helping the customer) from a drop-down box so that the selected sales consultant will receive an e-mail notification regarding all vehicles that the customer has selected, so that the sales consultant can continue assisting in the sale (e.g., gathering further vehicle information such as vehicle history etc.).

The system may also be configured to provide deep link capabilities based upon general web searches conducted by potential customers. For example, a person conducting a Google search for "Honda Accord Dayton" may, among other result links, receive a search result link (e.g., a sponsored link or advertised link that the wholesaling dealer has purchase for the territory encompassing Dayton) to the web site **16**. Upon selection of the link, the search query information is automatically used by the system **10** to filter the vehicle database records so that only vehicle results having Honda as the Make and Accord as the Model are present on the page to which the potential customer is directed.

It is to be clearly understood that the above description is intended by way of illustration and example only, is not intended to be taken by way of limitation, and that other changes and modifications are possible.

What is claimed is:

1. A system for an entity to provide searchable vehicle purchase options, the system comprising:

a computerized system including one or more processors, memory and program code operable to carry out the following steps:

(a) receiving, from one or more sources, electronic vehicle data regarding multiple vehicles that are available for purchase from multiple selling parties, where vehicle data for each of the multiple vehicles includes make, model, model year, mileage, color, any damage repair cost, vehicle location and selling party's wholesale selling price;

(b) receiving, from a source, electronic vehicle value data for each of the multiple vehicles, the vehicle value data including average retail value according to make, model, model year and mileage;

(c) assigning, for each of the multiple vehicles, a vehicle offer price at which the vehicle will be offered for sale, the vehicle offer price based at least in part on the sum of (i) the selling party sale price, (ii) the damage repair cost, (iii) a vehicle transport fee related to vehicle location, wherein the vehicle transport fee is automatically adjusted by the system based upon input data regarding consumer delivery location, (iv) a buying fee for purchasing the vehicle and (v) a vehicle reconditioning charge, the vehicle offer price also incorporating a profit for the entity according to an established algorithm;

(d) establishing a database of vehicle information for the multiple vehicles that includes make, model, model year, mileage, color, vehicle location information, selling party's wholesale selling price, vehicle offer price, retail value and retail difference value for each vehicle;

(e) providing a website that enables searching via vehicle attributes including make, model, model year, mileage and color;

(f) in response to receiving one or more defined vehicle attributes from a consumer, searching the database to define vehicles that satisfy the defined vehicle attributes; and

(g) presenting for viewing vehicle data for multiple vehicles identified in step (f), including the make, model, model year, mileage, and offer price;

wherein the program code is configured such that the vehicle offer price is established as the greater of (i) all-in vehicle cost to the entity plus a predefined base profit amount (ii) all-in vehicle cost to the entity plus a predefined percentage of the all-in vehicle cost or (iii) a predefined percentage below the retail value;

wherein the all-in vehicle cost to the entity is the sum of (i) the selling party's wholesale selling price, (ii) the damage repair cost, (iii) the vehicle transport fee, (iv) the buying fee and (v) the vehicle reconditioning charge;

wherein the computerized system further includes program code operable to carry out one or both of the following steps:

exclude from the database of vehicle information established in step (d) and/or the vehicle data presented in step (g) any vehicle of the multiple vehicles for which the retail difference value is higher than a specified dollar amount;

exclude from the database of vehicle information established in step (d) and/or the vehicle data presented in step (g) vehicles flagged as problem vehicles according to data received in step (a);

wherein the computerized system further includes program code operable to carry out the following step:

exclude from the database of vehicle information established in step (d) and/or the vehicle data presented in step (g) any vehicle of the multiple vehicles for which the damage repair cost exceeds a specified dollar amount;

wherein step (a) includes receiving a vehicle image for each vehicle and the computerized system further includes program code to automatically crop each vehicle image to a standard relative height and width that is resized to thumbnail and in step (g) the thumbnail is presented for viewing in order to provide faster loading of search results from the database.

2. The system of claim **1** wherein the computerized system further includes program code operable to carry out the following steps:

(h) providing a limited access Internet website that enables entity personnel to define desired vehicle attributes including make, model, model year, mileage and color;

(i) in response to receiving the defined vehicle attributes from the entity personnel, searching the database to define vehicles that satisfy the defined vehicle attributes; and

(j) presenting to the entity personnel for viewing vehicle data for multiple vehicles identified in step (i), including the make, model, model year, mileage, color, offer price, vehicle location, selling party's wholesale selling price and defined profit.

3. The system of claim **1** wherein the computerized system further includes program code operable to carry out the following steps:

automatically generate a listing of vehicles from the database that meet defined criteria; and

automatically e-mail the listing to one or more entity personnel for ease of finding and purchasing vehicles that meet the defined criteria for stocking purposes.

4. The system of claim **3** wherein the defined criteria is one or more of (i) defined profit exceeding a specified amount, (ii) retail difference value below a specified amount, (iii) offer price being below the retail value by at least a specified percentage or (iv) certain year, make, model and/or mileage restrictions.

5. The system of claim **4** wherein the listing is automatically generated periodically.

6. The system of claim **1** wherein the computerized system further includes program code operable to carry out the following steps:

calculating, for each of the multiple vehicles a retail savings value that shows the difference between the vehicle offer price and the average retail value;

in step (g) presenting vehicle data including make, model, model year, mileage, offer price, retail value and retail difference value, but the presented vehicle data not including vehicle location or selling party's wholesale selling price or VIN #.

7. The system of claim **1** wherein the computerized system further includes program code operable to carry out the following steps:

providing a limited access Internet website that enables entity personnel to define desired vehicle attributes including make, model, model year, mileage and color;

in response to receiving the defined vehicle attributes from the entity personnel, searching the database to define vehicles that satisfy the defined vehicle attributes; and

presenting to the entity personnel for viewing vehicle data for multiple identified vehicles via a results page.

8. The system of claim **7** wherein the results page includes a triggerable e-mail message functionality for each identified vehicle by which an automated e-mail message is prepared regarding the identified vehicle and presented to the entity personnel for sending.

9. The system of claim **8** wherein the triggerable e-mail message functionality is accessed via the image icon and an image frame that is produced upon selection of the image icon.

10. The system of claim **7** wherein the results page includes an auction link for each identified vehicle, the selection of which presents the entity personnel with a web page for a vehicle auction site that is selling the vehicle.

11. The system of claim **7** wherein the results page includes back of book wholesale savings information for each vehicle.

12. The system of claim **1** wherein in step (g) the vehicle data is presented in a row and column format with make, model, model year, mileage, and offer price columns, wherein multiple of the columns may be selected to automatically sort the results according to data in such column.

* * * * *