

THE NEW BLACK IS LIVE

A guide to Black Book Live

Trusted Automotive Intelligence
Fact and foresight from people in the know

Introducing Black Book Live

The ONLY independent, fully researched and 'live' valuation tool available in the UK that ensures your vehicle valuations remain up-to-date at all times.

Total confidence

With Black Book Live you can be confident that any vehicle purchase or disposal decision you make is based on the most up-to-date and accurate valuation for the vehicle, ensuring your profits are optimised at all times.

Black Book Live is sensitive to the economic trading conditions in which dealers continue to find themselves because price amendments are made as and when the value of a vehicle changes. All valuation changes are supported by expert opinion from the CAP editorial team, providing you with a full understanding of the reason why the value has changed.

If you're buying

- Black Book Live provides you with an update as and when there is a change to the value of a vehicle. This minimises the impact on unit profit no matter how much the market fluctuates.
- Any guesstimations about the true value of a vehicle are eradicated completely.
- Black Book Live gives you greater confidence in identifying which vehicles to buy and the price you should be paying for any vehicle on any one given day, 365 days a year.

Original Price with Options (when new):				£31,791.00
May 2012 Guide at 48,000 miles	RETAIL £11,750	CLEAN £10,000	AVERAGE £9,400	BELOW £8,700
	RETAIL £11,350	CLEAN £9,600	AVERAGE £9,000	BELOW £8,300

In this instance, CAP research found that the value of the vehicle dropped by £400 less than two weeks after the publication of the Black Book. Black Book Live users take immediate advantage of the value change, ensuring they can amend their offer price accordingly and not pay over the odds for a vehicle.

If you're selling

- Black Book Live allows you to enhance unit profitability through more informed stock decisions based on rising trade valuations
- Black Book Live minimises unit profitability exposure in a falling market
- Black Book Live facilitates flexible stocking policies to enhance group profitability based on sector changes

Original Price with Options (when new):

£12,580.00

May 2012 Guide
at 9,700 miles

RETAIL
£7,875

CLEAN
£6,625

AVERAGE
£6,225

BELOW
£5,775

Black Book Live
10/05/2012

RETAIL
£7,950

CLEAN
£6,700

AVERAGE
£6,300

BELOW
£5,850

In this instance, CAP research found that the value of the vehicle increased by £75 just ten days after the previous valuation. Black Book Live makes users aware of the increase in value so customers can amend their asking price accordingly and ensure their profitability remains optimised.

Black Book Live gives you

- Regular market intelligence on sector movements
- Transparency, explaining the logic behind changes in specific valuations
- Enhanced ability to assess dealership performance
- Forecasting on profitability impact
- Real-time independent view of the market
- Competitive advantage over those competitors using a monthly trade guide

Original Price with Options (when new):

£14,065.00

May 2012 Guide
at 9,700 miles

**RETAIL
£9,095**

**CLEAN
£7,700**

**AVERAGE
£7,275**

**BELOW
£6,775**

(1) Black Book Live
17/05/2012

**RETAIL
£8,825**

**CLEAN
£7,425**

**AVERAGE
£7,000**

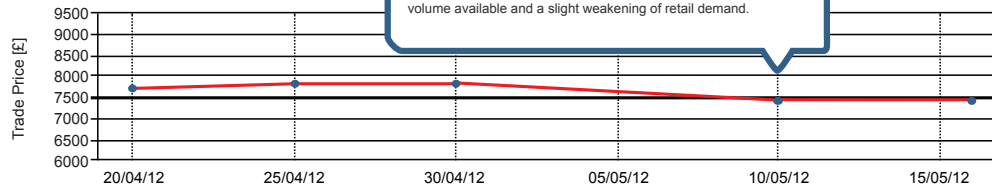
**BELOW
£6,500**

Black Book Live

● Retail ● Clean ● Average ● Below

10/05/2012 - £7,525

Values adjust down on the basis of recent research data. Plenty of volume available and a slight weakening of retail demand.



Black Book Live not only gives you (1) the most up-to-date values as and when they occur, but (2) also provides editorial commentary explaining why a value has changed. The graph (3) allows the user to quickly see when the changes to the value happened and what the values were over the course of the month.

Black Book Live available in CAP for Windows, Valuation Anywhere, and as ASCII and SQL files.

CAP for Windows

Incorporated into the used valuation section of the user-friendly Windows application, the most recent Black Book Live value is always shown as the default value on the screen for any vehicle so you can rest assured that the first screen you see is always the most up-to-date.*

A time bar that is displayed on the bottom left of the screen shows the dates when updates were made which when clicked show the data on each date. Editorial commentary for every update and a timeline graph providing visual commentary of value movements are also easily available.

**Please ensure you have version 6.15 downloaded*

Valuation Anywhere

Valuation Anywhere is CAP's online valuation tool that provides used vehicle valuations in an instant. Available via text, email or your Valuation Account on your PC or smart phone. The Black Book Live add on ensures all valuations accurately reflect the true value of a used vehicle 365 days a year.

Within your Valuation Anywhere account Black Book Live values are shown below the original 'Retail', 'Clean', 'Average' and 'Below' valuations and can be easily adjusted to take into account vehicle damage and optional extras providing full confidence of the true value of the vehicle.

ASCII and SQL

Black Book Live is also available in both the ASCII and SQL formats, raw data feeds that integrate seamlessly into any existing dealer system without impacting system performance.

FREE TRIAL

Click here!

For further information you can speak to your Account Manager directly,
call our team on 0113 350 0602 or email marketing@cap.co.uk.

Please quote 'BBL AUG12' to receive a no obligation free trial of Black Book Live.

Did you know?

CAP receives more than 1.1 million data transactions every year.

The CAP editorial team has more than 150 years of experience in car valuations.

CAP produces more than 9.5 million car valuations each and every month.

CAP receives its data from auction and remarketing companies, retailers, fleet operators, finance companies, traders and manufacturers.