

# Automotive Program Launched to Help Car Dealerships Purchase Quality Vehicles

*Turbo Marketing Solutions, a digital automotive marketing agency, launched a program to help North American car dealers purchase more quality trades.*

CHELSEA, QUEBEC, CANADA, October 27, 2017 /EINPresswire.com/ -- [Turbo Marketing Solutions](#), an Ottawa digital marketing agency specializing in automotive marketing solutions, announced a new program specifically designed to help pre-owned and franchise car dealerships across the United States and Canada purchase more quality trades from vehicle owners. The [Quest For Trades](#) initiative combines some of the most effective online video tactics, social media strategies and AI marketing to attract vehicle owners so they can get an above average online appraisal for the vehicle they currently own.



It's easier than ever for sellers to get top dollars for their trade.

A generic version of the program can be viewed at <https://www.QuestForTrades.com>

Car and truck dealers are concerned by the glut of vehicles that will come off leases in the next 12 months. These will inevitably drive down the value of used vehicles. This is favorable news for anyone planning to purchase a pre-owned vehicle, but from the perspective of someone looking to trade-in their vehicle, it could mean losing thousands of dollars towards the value of their current vehicle.

Lucie Gauvreau, the CEO of Turbo Marketing Solutions puts it in these words: "After a home, buying a new vehicle is one of the most important financial decision consumers make. Unfortunately, many shoppers focus on the price tag of the new vehicle and overlook the importance of the value of the current vehicle in the overall transaction. Conscious car dealership operators, desiring to provide vehicle shoppers with the best possible offer now have access to multiple networks of buyers, wholesalers, online auction and even "live" auction technologies but lack the tools to find vehicle shoppers before they sell their trade at a discount. The Quest For Trades program will provide the necessary bridge between these well-intentioned dealers and sellers."

With the supply of used vehicle rising, wholesale used-vehicle prices dropping and the average incentive automakers are spending to boost new vehicle sales, consumers vehicles are depreciating faster than we've seen in previous years. The Quest For Trades program was designed to help consumers find dealers operating thriving used car operations with the desire and ability to pay above market value for trades. Participating dealers will have access to a wide range of social media and online tools never before available at the retail level for auto dealerships.

The Quest For Trades program can be deployed anywhere in registered pre-owned and franchise dealerships in North America within 72 hours.

Interested parties can find more information by visiting the above-mentioned website, as well as at <https://turbomarketingsolutions.com>

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This press release can be viewed online at: <http://www.einpresswire.com>

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