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Mazda Selects Experian Automotive's AutoCheck[®] for Vehicle History Reporting

Joins Ford, Lincoln and Mercury Certified Pre-owned programs

Schaumburg, Ill. – January 29, 2005 – Mazda North American Operations and Experian Automotive, a division of global information solutions company Experian, today announced Experian's AutoCheck solution as the official vehicle history report of Mazda's Certified Pre-Owned vehicle program. Mazda now joins other Ford Motor Company Certified Pre-Owned vehicle programs, including the Ford Quality Checked, Lincoln Premier and Mercury Certified Pre-owned vehicle programs as naming AutoCheck as the exclusive provider for their vehicle history report solution.

Like the other Ford Certified Pre-Owned vehicle programs, the program requires every Certified Pre-Owned vehicle to have its history verified with AutoCheck. Dealers can easily access AutoCheck solutions through Experian's integration with Mazda's Intranet. In addition, the relationship provides Mazda Certified Pre-Owned dealers a unique program, including special prices, for using AutoCheck solutions on their remaining used vehicle inventory.

"At Mazda, we are constantly looking for new ways to simplify our procedures and to better meet the needs of both our dealers and customers," said John Sellers, Certified Pre-Owned Vehicle Manager at Mazda North American Operations. "With AutoCheck, our Mazda Certified Pre-Owned program helps us protect dealers and sell more cars while instilling greater consumer confidence in our products and services."

"AutoCheck enables Mazda to strengthen its pre-owned certification program by making it easier to obtain the vehicle's history," said Scott Waldron, president of Experian Automotive. "Mazda customers can feel even more confident in their pre-owned vehicle purchase decision and in their Mazda dealership."

AutoCheck solutions are the vehicle history report of choice among leading OEMs and dealers. AutoCheck vehicle history reports include Buyback Insurance, which protects dealers and their customers from previously undisclosed major title defects, subject to the policy's terms and conditions.

About Experian Automotive

Experian Automotive delivers information solutions to manufacturers, dealers, finance and insurance companies, and consumers. Experian helps automotive clients increase customer loyalty, target and win new business, and make better lending and vehicle purchase decisions. Its National Vehicle Database, housing nearly 500 million vehicles, along with Experian's credit, consumer and business information assets, meets the industry's growing demand for an integrated information source. Experian's advanced decision support services help clients turn this information into improved business results. For more information on Experian Automotive and its suite of solutions, visit our web site at www.experianautomotive.com.

About Experian

Experian provides strategic support to organizations around the world. It helps its clients target, acquire, manage and develop profitable customer relationships. It does this by combining its advanced decision support and outsourcing services with information on consumers, businesses, motor vehicles and property. Experian works with more than 40,000 clients across diverse industries, including financial services, telecommunications, health care, insurance, retail and catalog, automotive, manufacturing, leisure, utilities, property, e-commerce and government. Millions of consumers rely on Experian's consumer credit services to meet their financial management needs. Experian is a subsidiary of GUS plc and has headquarters in Nottingham, UK, and Costa Mesa, Calif. It has a 175-year history and unbroken sales growth over the past 23 years. Its 13,000 people support clients in more than 60 countries. Annual sales exceed \$1.9 billion.

For more information, visit the company's Web site at www.experian.com.

About Mazda North American Operations

Mazda North American Operations is responsible for the sales and marketing, customer parts and service support of Mazda vehicles in the United States. Headquartered in Irvine, Calif., MNAO has more than 700 dealerships nationwide.

EDITOR'S NOTE: For more information on Mazda products, visit the online Mazda media center at www.mazdausamedia.com.

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