



news release

Contact:
Christopher Fielder
Public Relations
224 698 8628 Telephone
christopher.fielder@experian.com Email

Porsche Certified Pre-Owned Program Selects Experian Automotive for Vehicle History and Market Share Reporting

Experian solutions to provide increased customer buying confidence and comprehensive market share analysis

Schaumburg, Ill., July 26, 2006 – Experian Automotive, a division of global business solutions company Experian[®], today announced it has been selected by Porsche Cars North America, Inc. to provide its Certified Pre-Owned (CPO) program with multiple information solutions including custom vehicle history reports and market share reporting.

Porsche Cars North America, which operates through more than 200 dealerships in the U.S. and Canada, will now offer Experian's AutoCheck[®] vehicle history reports for each vehicle in its CPO program. The reports, which have been customized and integrated to meet the specific requirements of Porsche's program, utilize Experian's National Vehicle Database of over half a billion vehicles to allow dealers and customers to quickly and easily check that the vehicle does not have previously reported issues such as having been in an accident, major flood damage, frame damage, odometer rollback or other issues.

"Peace of mind is a major component of the Porsche Approved Certified Pre-Owned Program. By including the vehicle history report as a part of the inspection process we reinforce value as well as peace of mind when consumers purchase a Porsche Approved Certified Pre-Owned vehicle," said Kevin P. Harvey, manager Pre-Owned Vehicles, Porsche Cars North America, Inc. "Co-branded vehicle history reports from Porsche and Experian AutoCheck will help to give our customers an increased level of confidence in a vehicle's history to help them make the right decision when buying a pre-owned Porsche through our CPO program."

Experian Automotive will also provide Porsche its AutoCount ReportSM which provides Department of Motor Vehicle analysis on new and used vehicles for comprehensive market share reporting by geography. By using the AutoCount Report, Porsche will now be able to gain a firm understanding of the performance of their franchise dealerships across the U.S. as they relate to their competition and to each other.

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“Having a clear understanding of market trends is an invaluable tool to identifying the most profitable opportunities available to us across all of our geographic markets,” said Harvey. “By using AutoCount’s detailed reporting, we will be better equipped to take advantage of these opportunities and measure our effectiveness and performance against our competition going forward.

“Consumers need peace of mind when purchasing a used vehicle, and dealers need to understand how well they are performing in their markets,” said Scott Waldron, president of Experian Automotive. “By integrating both AutoCheck’s vehicle history reports and AutoCount’s market share reporting into their operations, Porsche CPO can help to ensure that they are bringing their customers the most effective and rewarding shopping experience possible.”

AutoCheck enables car buyers to quickly access the history of any used vehicle by revealing possible undisclosed or unknown problems, such as salvage and flood damage history that can affect an automobile’s safety and resale value. For more information on AutoCheck, please visit www.autocheck.com. AutoCount provides dealers and lenders with access to key information on new and used vehicle sales to assist dealers and financial institutions in making decisions about expansion, retention, competition, and brand positioning. For more information on AutoCount, please visit www.autocount.com.

About Porsche Cars North America, Inc.

Porsche Cars North America, Inc. (PCNA), based in Atlanta, GA, and its subsidiary, Porsche Cars Canada, Ltd., are the exclusive importers of Porsche sports cars and Cayenne[®] sport utility vehicles for the United States and Canada. A wholly owned, indirect subsidiary of Dr. Ing. h.c. F. Porsche AG, PCNA employs approximately 300 people who provide Porsche vehicles, parts, service, marketing and training for its 214 U.S. and Canadian dealers. They, in turn, provide Porsche owners with best-in-class service.

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 more than 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. Experian technology supports several top automotive web sites including eBay Motors, Yahoo! Autos, CarsDirect.com and NADAguides.com. For more information on Experian Automotive and its suite of solutions, visit our web site at www.experianautomotive.com.