



news release

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Aspen Marketing and Experian Automotive Team to Help Dealers Better Market Pre-owned Inventories

Score a Great CarSM campaign aims to increase store traffic and convert sales through targeted, direct-marketing campaigns and on-site promotions

New Orleans, La., Jan. 24, 2009 — Aspen Marketing, the largest privately-held marketing services agency in the country, and Experian Automotive, a part of global information services company Experian, today announced a new joint direct-marketing effort to help automotive dealers drive more store traffic and convert more sales for their pre-owned inventories.

In light of the current economic conditions, dealers must rely on their pre-owned inventories as a primary source for generating revenue. With this in mind, Aspen and Experian Automotive have teamed to create the Score a Great CarSM campaign. This prepackaged promotional event combines targeted direct marketing and creative services with detailed vehicle history information and in-store promotional materials from AutoCheck[®], which gives consumers peace of mind when making a pre-owned purchase.

“This partnership and program are about delivering confidence,” said Mike Gottschalk executive vice president at Aspen. “The dealer can be confident they will receive a comprehensive and results-generating marketing product from Aspen, and the consumer is confident because they score the dealer’s pre-owned vehicles utilizing Experian’s AutoCheck. It’s a win-win for everyone.”

The Score a Great Car campaign package is available to all dealers using Experian Automotive’s AutoCheck service, and there are several different options to meet the

specific needs and budgets of any dealer. AutoCheck features the industry's only vehicle history score, AutoCheck Score[®], which helps dealers better market their vehicles by providing consumers with a quick, easy means of understanding all the important areas of a vehicle's history and then comparing it with similar vehicles.

"We have been extremely pleased with the results of Experian Automotive's Score a Great Car initiative," said Todd O'Reilly, general manager of Al Piemonte Ford in Melrose Park, Ill. "It has helped us to merchandise more of our used vehicle inventory and see a noticeable increase in sales. In today's tougher market, it is unique programs like these that help you stay ahead."

"Effectively understanding and reaching qualified customers is the first step to driving sales. The second is providing customers with the confidence they need to make that used vehicle purchase," said Scott Waldron, president of Experian Automotive. "The combination of Aspen's direct-marketing capabilities with the peace of mind that comes from AutoCheck[®] vehicle history reports is a clear asset to any dealer looking to increase store traffic and close pre-owned vehicle sales."

Experian's AutoCheck vehicle history reports allow quick access to the history of any used vehicle by revealing possible undisclosed or unknown problems that can affect an automobile's safety and resale value. For more information on the Score a Great Car campaign package, visit <http://www.autocheckmembers.com>.

About Aspen Marketing Services

Founded in 1986, Aspen Marketing Services is the largest privately-held marketing services agency in the United States. Headquartered in West Chicago, IL, with offices in Atlanta, Detroit, Los Angeles, Dallas, New York City, Phoenix, Morristown, NJ, Rosemont, IL, Chicago, San Diego, Tampa and Toronto, ON, Aspen Marketing has more than 825 employees in North America. Aspen Marketing offers an extensive array of integrated, best-in-class services including Direct Marketing, Consumer Promotions, Event Marketing, Public Relations, Digital Marketing, Hispanic Marketing and Database Analytics for clients such as General Motors, AT&T, ConAgra, Motorola, Georgia-Pacific, Allstate, Kraft Foods and JVC. www.aspenms.com.

About Experian Automotive

Experian Automotive, a part of Experian, delivers information services 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, CarsDirect.com, CarMax.com and NADAguides.com. For more information on Experian Automotive and its suite of services, visit our Web site at <http://www.experianautomotive.com>.