

Client Insight: AI Piemonte Ford

Experian Automotive's AutoCheck® sales event captures lucrative pre-owned vehicle customers



AI Piemonte Ford in Melrose Park, Illinois, is one of five Piemonte Group franchised dealerships and sells 1,800 new and pre-owned vehicles annually. They have been in business for more than 40 years, and pre-owned vehicles account for more than 50 percent of their vehicle sales.

More client successes

"In today's tougher market, it's unique programs like these that help you stay ahead."

— *Todd O'Reilly, General Manager, AI Piemonte Ford*

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Challenging times

In today's tougher market, AI Piemonte Ford saw that new vehicle sales were declining and began looking for innovative strategies to continue to increase profits. Based on their experience, the dealership manager realized there was a good chance of capturing even more of the lucrative pre-owned vehicle customer base in a down market.

An innovative resolution

AI Piemonte Ford's solution was to coordinate with AutoCheck®, their trusted vehicle history report provider, to launch the Score a Great CarSM sales event. The dynamic program began with a calculated prospect targeting initiative that identified 7,500 leads. The dealership also received in-store promotional materials from AutoCheck.

Potential customers were encouraged to bring in their vehicle and have it scored by AutoCheck so that the dealer could buy their vehicle back and offer the best incentives available. The increased floor traffic made it possible to leverage the AutoCheck Score® at appraisal and at the point of sale.

"We have been extremely pleased with the results of Experian Automotive's Score a Great Car initiative", said Todd O'Reilly, General Manager of AI Piemonte Ford. "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's unique programs like these that help you stay ahead."

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AutoCheck capabilities

AutoCheck, featuring the AutoCheck Score, is an affordable tool that increases consumer confidence and helps build sales. The first of its kind, the AutoCheck Score helps provide a quick evaluation of a vehicle that is easy for a dealership to explain and for consumers to understand. A numeric indicator between 1 and 100, the AutoCheck Score calculates and weighs key areas of a vehicle's history and compares it with similar vehicles.

Results

The dealership saw a 50 percent improvement of sales generated during the sales event. Just as importantly, the dealership is now actively using AutoCheck in many phases of the sales process, including at appraisal, when purchasing vehicles from auction, and when marketing and advertising their inventory. Furthermore, when the AutoCheck FreeLinkSM option is enabled, the AutoCheck Score tile becomes visible on their dealership Web site.

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