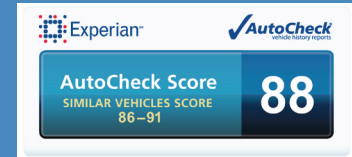


# AutoCheck Score<sup>SM</sup>

The top five ways to utilize AutoCheck Score



## Build value • Build confidence • Build sales



### Consumer research supports the value

Independent research comparing AutoCheck® vehicle history reports with the AutoCheck Score versus the competition found:

- The AutoCheck report, including the AutoCheck Score, made four out of five respondents feel significantly more confident about the vehicle
- The AutoCheck report significantly increased respondents' likelihood to purchase the vehicle
- The majority of respondents chose the AutoCheck report with the AutoCheck Score as the best report to help them make a purchase decision about the vehicle

The Blackstone Group, November 2007

### 1. During the appraisal process

- AutoCheck Score enhances your appraisal process, allowing you to justify the vehicle valuation for your customers
- Trade-ins at the lower end or below the AutoCheck Score Range<sup>SM</sup> could support a lower appraisal, and trade-ins at the high end or above the range could support a higher appraisal

### 2. Purchasing vehicles at auction

- Streamlines your decision making at auction — Is it within range or above or is it below range? — information critical to assist in your evaluation of the vehicle and the final purchase decision
- Provides additional insight and confidence for vehicles posted at online auctions or other Web sites where inventory is available for purchase

### 3. Marketing and advertising your inventory

- Utilize AutoCheck FreeLink<sup>SM</sup> to dynamically display the AutoCheck Score tile on vehicles within your Web site or other third-party Web sites
- Builds consumer confidence and awareness in the vehicles you are selling by displaying within your newspaper advertising

### 4. Selling vehicles

- Facilitates sales by allowing your sales consultants to quickly and easily explain the meaning of the vehicle history data to your customers
- Assists in supporting and maintaining your price and revenue position — whether the vehicle was in range, above, at the lower end or below the range versus similar vehicles in age and class
- Provides confidence to potential customers regarding the value and quality of the vehicles you are selling

### 5. Building customer loyalty

- Ability to run AutoCheck Score for customers who have purchased previously from you to bring repeat business to your dealership
- Create selling position based upon whether the vehicle is in range, above, at the low end or below the range — bring your vehicle in today to maximize your trade-in value

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