



news release

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## **AutoCheck<sup>®</sup> Tops Carfax<sup>®</sup> in Reported Accidents**

*Independent research study demonstrates that vehicle history reports are not created equal, finding that AutoCheck<sup>®</sup> reports two times the accidents compared with Carfax<sup>®</sup>*

**Schaumburg, Ill., Sept. 8, 2009** — An ever-struggling economy has many car buyers shopping for used vehicles. However, with a used vehicle purchase come many unknowns about a vehicle's past, especially information on whether it has been in an accident. Vehicle history reports are important tools in understanding a used vehicle's past, and, as recent research has shown, AutoCheck<sup>®</sup> vehicle history reports are likely to have more reported accidents than Carfax<sup>®</sup>.

According to new, quantitative analysis conducted by Pipal Research — an independent, custom research firm — used vehicle history reports from Experian's AutoCheck<sup>®</sup> contain two times the number of reported accidents as vehicle history reports from Carfax, another vehicle history report brand. This means that it is more likely that a report from AutoCheck would show an accident in the vehicle's past, giving car buyers more of the information they need to make an educated purchase decision.

"It's clear that not all vehicle history reports are equal when it comes to reported accident information," said Scott Waldron, president of Experian Automotive. "With two times the number of reported accidents as the competition, we are clearly giving consumers a better means of understanding events in a vehicle's history that could affect its value, reliability and safety."

A 2006 research study from The Blackstone Group showed that car shoppers are more interested in accident information than any other information by a wide margin. Having access to AutoCheck's level of reported accident information can help anyone buying a used vehicle make an informed, confident purchase decision.

“We know that, more than anything, consumers in the market for a vehicle want to know if the vehicle they are interested in has been in an accident,” Waldron continued. “That is why we have continuously invested in our AutoCheck reports to provide consumers with the information they want and need most when making a decision to buy a used vehicle.”

The vehicle history study from Pipal Research was commissioned by Experian Automotive and analyzed more than 50,000 reports from Carfax and AutoCheck. For more information on AutoCheck’s advantages over Carfax, visit <http://www.autocheck.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 600 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 top automotive businesses, 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>.

### **About Experian**

Experian is the leading global information services company, providing data and analytical tools to clients in more than 65 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to manage their credit relationships and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended March 31, 2009, was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil.

For more information, visit <http://www.experianplc.com>.

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