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**FOR IMMEDIATE RELEASE**

**American Honda Recognizes Experian Automotive  
As a Top Supplier with Premier Partner Award**

**TORRANCE, Calif., August 27, 2007** – American Honda Motor Co., Inc. President and CEO Tetsuo Iwamura today presented the company’s Premier Partner Award to Experian Automotive of Schaumburg, Ill., for excellence in providing superior customer service in supplying vehicle registration and title brand information to American Honda. Experian Automotive was one of 15 award recipients selected from 60 suppliers nominated by American Honda associates nationwide.

“Having the best vehicle history information readily available is critical when making the right decisions in servicing warranty vehicles,” said Scott Waldron, president of Experian Automotive. “We are honored to receive this recognition and look forward to helping American Honda continue to meet their business goals.”

The Premier Partner Awards were established in 1998 to recognize suppliers who embrace American Honda’s philosophy of exceeding customer expectations. This year’s award winners represent excellence in a variety of industries including logistics, security, printing, marketing, consulting, training, interactive solutions and much more.

“Today we acknowledge elite suppliers who exemplify Honda’s philosophy of delivering the highest possible value to our customers through quality products and customer service,” said Tetsuo Iwamura, president and CEO of American Honda.

Founded in Japan in 1948, Honda began operations in the U.S. in 1959 with the establishment of American Honda Motor Co., Inc., Honda’s first overseas subsidiary. Honda began U.S. production of motorcycles in 1979 and automobiles in 1982. The company has invested more than \$9 billion in its North American operations, with employment of more than 33,000 associates, and annual purchases of more than \$16 billion in parts and materials from suppliers in North America.

## **About Experian Automotive**

Experian Automotive, a business unit of Experian<sup>®</sup> Group Ltd. (LSE:EXPN), 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, CarMax.com and NADAguides.com. For more information on Experian Automotive and its suite of solutions, visit our web site at [www.experianautomotive.com](http://www.experianautomotive.com).

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