

AutoCount Dealer ReportSM

Enabling you to better understand your market.

AutoCount Dealer Report,SM exclusively from Experian Automotive, is your timely, accurate resource for monthly Department of Motor Vehicles (DMV) analysis of new and used vehicle sales. With comprehensive data that is easy to access and interpret, you can benefit from the broadest spectrum of customized market information available.

How can AutoCount Dealer Report improve your bottom line?

The answer is simple: An expanded view of your market leads to more informed decisions that maximize untapped profit potential. Get consistent, clear answers to questions such as these:

- Am I stocking the correct quantity and type of vehicles for my market?
- Is my finance manager working with the best lenders in my market?
- Is my used car manager buying the best mix of auction vehicles?
- Which dealers are selling into my market?

Executive summary feature

Find the relevant statistics with a quick snapshot of retail vehicle sales activity in your marketplace before the competition does. Receive an easy-to-interpret graphical summary of your market monthly at no additional cost:

- Visually identify your sales sources and your opportunities
- Rapidly adapt to dynamic marketplace conditions, influences and trends
- Learn exactly which new and used vehicles are selling across your market

- Discover the top lenders providing automotive financing in your market
- Leverage multiple data sources to provide a quick overview of your market

In addition, by identifying the used vehicles consumers are looking to buy in your market, supplemental AutoCheck[®] vehicle search data helps you determine exactly which vehicles to purchase at auction.

“AutoCount reports from Experian Automotive are comprehensive, thorough and very easy to understand. Reports can be delivered quickly via email after a simple phone call. This is a great product, a great service and at a reasonable price.”

— John Harris, Fresno Infiniti

Improve market clarity with online access

AutoCount Dealer Report is the timeliest market share information available. Experian Automotive's Web-based portal — www.autocount.com — gives you instant access to an array of customizable reports.

AutoCount Dealer ReportSM

This interface offers a higher degree of data functionality and flexibility to generate the information you need, virtually anywhere, anytime.

Make decisions from objective, pertinent information.

Since DMV title information is the only objective source for evaluating vehicle sales activity, DMV analysis can provide vital information about dealers, manufacturers, vehicle segments, makes, models and lenders — right down to the individual ZIP Code.TM AutoCount Dealer Report can be delivered via www.autocount.com, email or FTP delivery.

With precise reporting on new and used vehicle sales activity that is easy to interpret and accessible, AutoCount Dealer Report will provide the advantage you need to rise above the competition.

Going forward

To find out more about AutoCount Dealer Report, contact your local Experian sales representative, call 1 800 679 8807 or visit www.autocount.com today.



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