



AutoCount® Dealer Risk Report

Enabling you to better understand your market

AutoCount® Dealer Risk Report is an enhancement to our AutoCount Dealer ReportSM that explains new/used vehicle financing trends and market share within customized score ranges and loan characteristics. With this additional information, you can better understand the current state of the market at the risk level and position your dealership for the greatest success.

Secure the right loans for your potential customers

In today's market, it is important to have the highly competitive insight you need from a source you can trust to help you understand:

- What credit segments finance sources are buying
- If you are working with the right lenders
- How lenders are pricing loans by credit tier
- Where your competition is securing loans
- What volumes other dealers in your market are selling into by score

Accurate information when you need it

Whether periodically or monthly add AutoCount Dealer Risk Report as an enhancement to your current subscription and receive the benefits of the following report features:

- All lenders originating loans in your market
- Average amount financed, loan term, rate and average payment
- Geographic selection down to the ZIP Code™ level
- New/Used vehicles and franchise/independent dealerships
- Vehicle makes, models and years

Customized packages to meet your needs

The AutoCount Dealer Risk Report is available in three packages to allow you

to subscribe to the level of information required to meet your specific objectives:

Standard package — Consists of three reports providing information on all dealers within your market, the average credit score and count for total/new/used transactions, and insight into dealer and lender transactions across customized or standard risk tiers

Plus package — Includes all reports in the standard package as well as two additional loan analysis reports that provide insight into average credit score and total loans, average amount financed, monthly payment, loan term and interest rate for each dealer and lender in your market

Premium package — Includes all reports in the standard and plus packages as well as eight additional loan analysis reports consisting of four range reports for dealers and four for lenders that further show lender and/or dealer transactions per attribute across the risk tiers

Close more deals

When the market gets tough, fight back with deeper market information that allows you to get ahead and stay ahead of your competition. Now you can locate the best financing sources to secure the most loans and close more deals.

Going forward

To find out more about AutoCount Dealer Risk Report, contact your local Experian Automotive sales representative or call 1 800 679 8807.

Experian Automotive enables clients to better understand the market, the vehicles and the people who buy them.

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