

# AutoCount<sup>®</sup> for lenders

Dynamic market reporting and analysis with our  
exclusive credit and NADA vehicle valuation data

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# AutoCount® for lenders

AutoCount® for lenders provides the only combination of state DMV – sourced market share data, credit information and NADA Used Car Guide vehicle valuation data available in the industry today. This cutting-edge integration helps lenders optimize their market understanding and competitive positioning to make the most informed and profitable business decisions.

## AutoCount market share reporting

AutoCount market share reporting is your most accurate resource for monthly DMV analysis of new and used vehicle sales. With comprehensive data that is easy to access online and quickly interpret, you will benefit from the broadest spectrum of customized market information available.

## Expand your market view for untapped profit potential

AutoCount market share reporting provides the timeliest information available on the market today. Experian Automotive's Web-based portal, [www.autocount.com](http://www.autocount.com), provides access to an instant array of customizable reporting that is both flexible and functional. Now you can:

- React in the best way to the changing marketplace
- Identify the most effective new ways to create business opportunities
- Discover the relationships competitors have established and how they impact you
- Detect new sales strategies to improve dealer targeting

## Competitive features

	AutoCount	Others
Vehicle values and loan to value (LTV) by market share and credit range	X	
National coverage — Providing new and used vehicle sales activity in all 50 states and the District of Columbia	X	X
Delivery options, including online, e-mail or secure file transfer	X	
Customized using your geographic definition of your market	X	X
Information on which dealers are selling new and used vehicles in 33 states	X	X
Information on which lenders are providing financing on new and used vehicles in 46 states	X	
Lender automotive market share within credit range and insight into vehicle loan and lease characteristics	X	
Customizable output based on your specific needs	X	
Multiple geography optionse — National, state, DMA county or Zip Code™	X	



# AutoCount risk reporting

As an upgrade to our market share report, we also offer our lender clients exclusive reporting at the risk level by combining market share reporting with credit scores and automotive loan and lease information such as amount financed, monthly payment, interest rate and term in order for our clients to gain the most profitable market positioning.

## Target specific markets with the most appropriate loans and leases

Now lenders can benefit from monthly updated DMV data combined with consumer risk score and automotive loan and lease information — all through our unique online reporting tool that creates customized reporting based on your needs.

We offer a variety of display options using key elements, including transaction type and dealer type, vehicle segmentation and geographic components down to the ZIP Code™ level so you can:

- Understand risk profiles and competitive market by dealer
  - See the credit quality other lenders are buying
  - Understand how consumer finance patterns change and vary by marketplace
  - Identify how credit quality differs from one market to the next and gain profitability
  - Create make and model re-marketing forecasts based on analyzing current leasing by term
- Benchmark your own programs to market averages
  - Get the most profitable loans and leases from dealers



## Use AutoCount risk reporting in a variety of ways

<b>Field relationship:</b>	Receive 24-7 online access to enable sales representatives to better identify productive dealer prospects by market share and risk segmentation to build the most profitable relationships.
<b>Regional oversight:</b>	Track, forecast and manage regional finance penetration to ascertain a clearer picture of overall sales performance, and hone measurement and pricing strategies.
<b>Strategic analysis:</b>	Implement more effective incentives, and develop loan and lease products that mirror the risk tolerance of your lending portfolio with the knowledge of market share volumes, risk penetration and competitive positioning.
<b>Underwriting:</b>	Underwriters can create and refine daily buying strategies through an improved understanding.

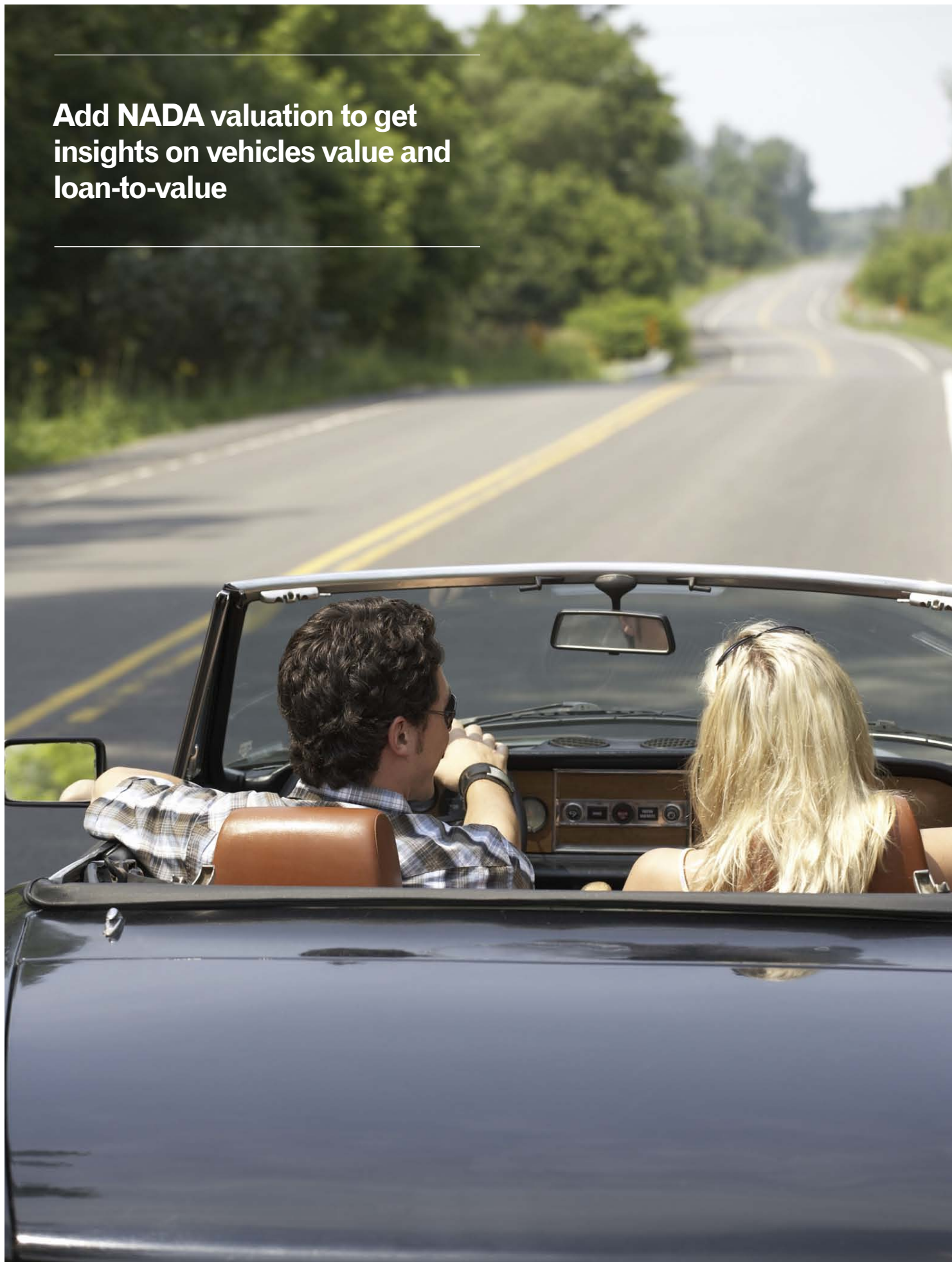




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**Add NADA valuation to get  
insights on vehicles value and  
loan-to-value**

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# NADA values integration

As an add-on to your current risk reporting subscription, you now can integrate NADA values to gain an even more comprehensive view of your market. Our exclusive DMV-sourced title data combined with best-in-class values from NADA provides groundbreaking market views.



Integrating NADA values into risk reporting enables lenders to gain unprecedented insight into the vehicle finance market.

Add NADA vehicle values to market share reporting to:

- Determine the average vehicle values among makes, models, markets and lenders/dealers
- See the differences in vehicle values between markets

Add vehicle values and LTV to risk reporting to:

- Get the above insights plus an even more competitive understanding of the marketplace
- See how lending varies by LTV and risk score
- Understand how loan characteristics vary by LTV and the impact of values and LTV by score

**AutoCount for lenders provides the insight the industry is demanding. We heard our clients and responded with the one-of-a-kind integration of our DMV-sourced title information, credit data and market-leading NADA values to provide a product that meets your needs. Whether it is market share reporting, risk reporting or adding NADA values, we provide you with a better market view to gain profitability.**

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