



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

# AutoCount Lender Report<sup>SM</sup>

Enabling you to better understand your market

AutoCount Lender Report,<sup>SM</sup> 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 reacting in the best way to my changing marketplace?
- What are the most effective new ways to create business opportunities?
- What relationships have my competitor's established and how are they impacting me?
- Are there new sales strategies I can apply to improve dealer targeting?

## 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<sup>®</sup> vehicle search data helps you determine exactly which vehicles to purchase at auction.

## Improve market clarity with online access

AutoCount Lender Report is the timeliest market share information available. Experian Automotive's Web-based portal — [www.autocount.com](http://www.autocount.com) — gives you instant access to an array of customizable reports.

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.<sup>™</sup> AutoCount Lender Report can be delivered via [www.autocount.com](http://www.autocount.com), email or FTP delivery.

"The Bank of America Auto Group has been utilizing market share information provided by AutoCount since 2001. We find AutoCount to be the best in a number of important criteria: freshness of data, delivery channels, level of detail, and overall quality of the reporting package."

— *Mary Beth Gifford, Bank of America Dealer Financial Services*

Competitive features	AutoCount	Others
National coverage — providing new and used vehicle sales activity in all 50 states	X	X
Delivery options, including online, email or printed reports	X	
Customized using your definition of your market	X	X
Information on which dealers are selling new and used vehicles in 34 states	X	X
Information on which lenders are providing financing on new And used vehicles in 46 State	X	
Lender automotive market share within credit range	X	
Customizable output based on your specific needs	X	

### A richer view

AutoCount Risk Report is an optional upgrade we offer our lender customers to provide a deeper level of market intelligence. Risk Reporting connects market loan data with credit information to help our customers understand new/used vehicle financing and market share by credit score range. This added dimension provides a more in-depth view of their select market to gain a greater competitive edge.

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

### Going forward

To find out more about AutoCount Lender Report, contact your local Experian Automotive sales representative, call 1 800 679 8807 or visit [www.autocount.com](http://www.autocount.com) today.