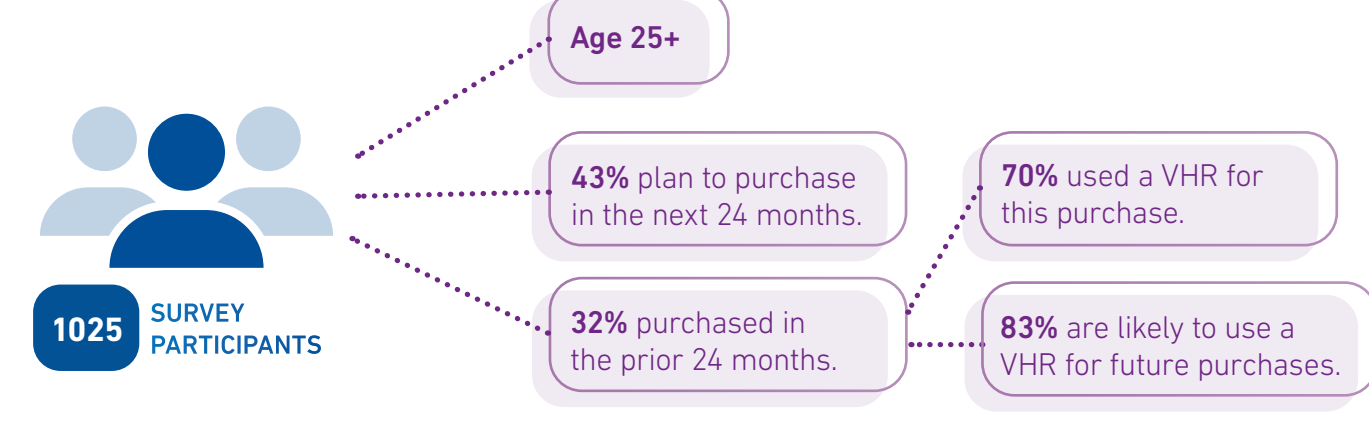


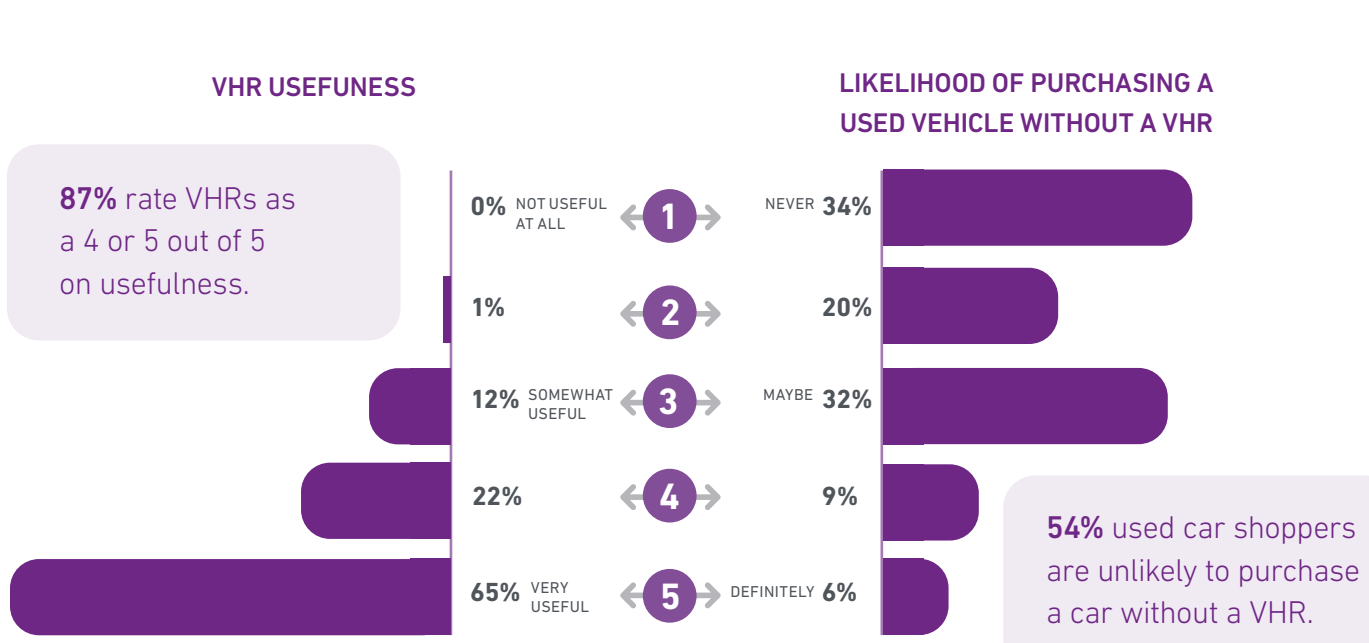
Adding a Second Vehicle History Report (VHR) Could Help Close The Sale

Consumers seek trusted information before making large purchases.

CONSUMER SURVEY



Consumers want access to VHRs



THE TOP 10 DATA SOURCES (IN ORDER OF IMPORTANCE)

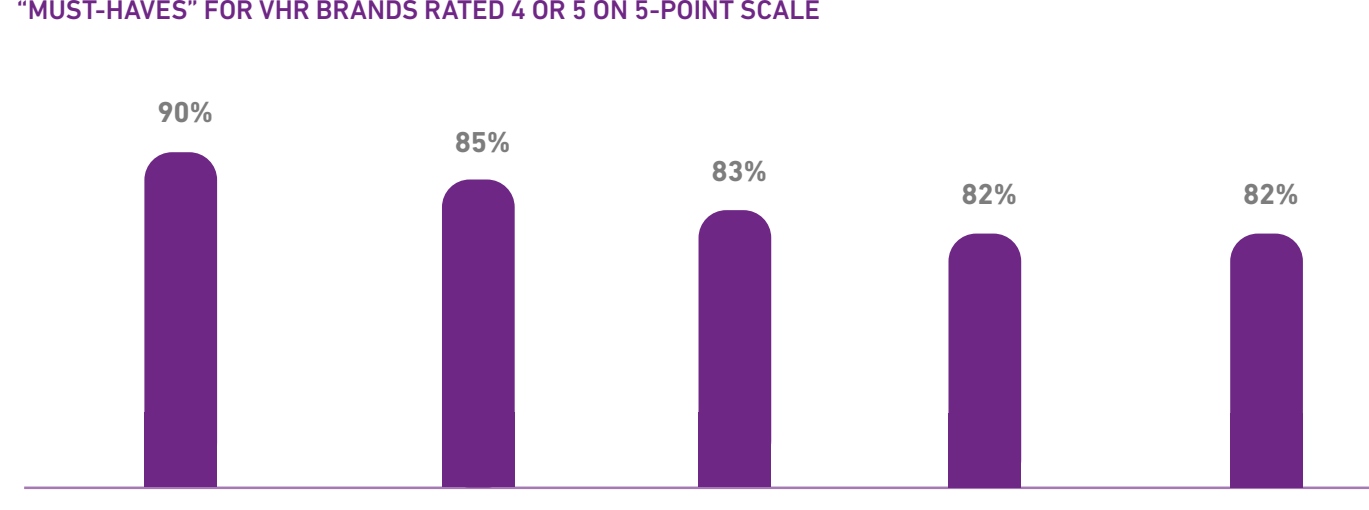
- 1 ACCIDENT HISTORY
- 2 MILEAGE ACCURACY
- 3 SALVAGE TITLE
- 4 CAR MILEAGE
- 5 SERVICE AND REPAIR HISTORY
- 6 REBUILD INFORMATION
- 7 FLOOD, FIRE, AND HAIL DAMAGE
- 8 RECALL INFORMATION
- 9 LEMON LAW INFORMATION
- 10 WARRANTY INFORMATION

Consumers use VHRs to learn condition details and help inform purchasing decisions.

Consumers see the benefit of multiple VHRs

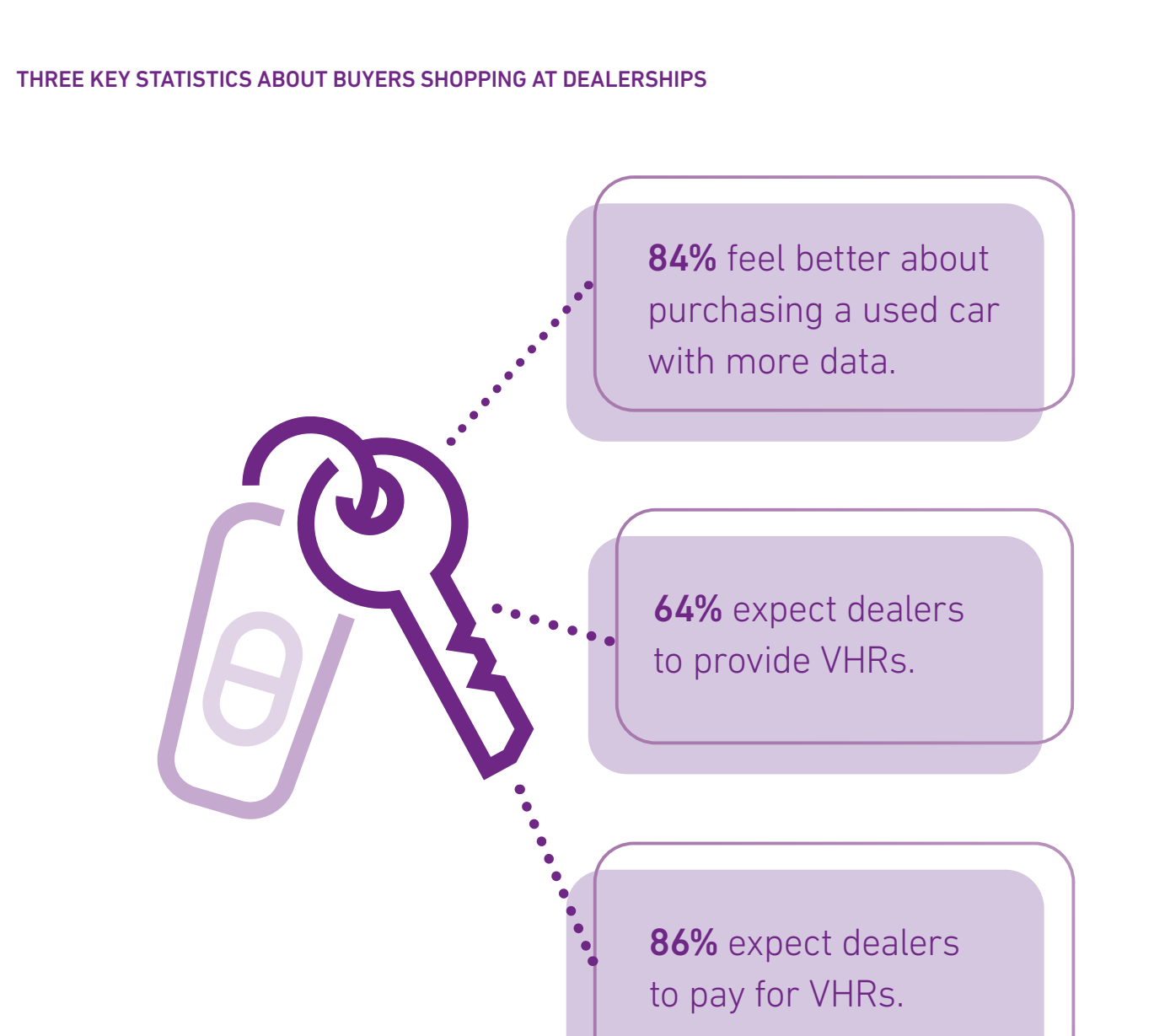
90% of respondents in the survey would like to have more than one VHR when shopping for a used car.

"MUST-HAVES" FOR VHR BRANDS RATED 4 OR 5 ON 5-POINT SCALE



Dealers benefit by providing multiple VHRs

THREE KEY STATISTICS ABOUT BUYERS SHOPPING AT DEALERSHIPS



Recommendations

- Offer multiple VHRs to customers.**
90% of consumers prefer multiple VHRs before making a purchase.
- Highlight multiple VHRs offered as a value-added service.**
86% of used car buyers expect VHRs to be a free service provided by dealerships.
- Leverage the trust and brand recognition of Experian AutoCheck® to build stronger relationships with buyers, increase customer satisfaction, and drive more sales.**

Conclusion

This survey provides compelling feedback that today's savvy consumers value VHRs. Buyers use multiple sales channels, online resources, and VHRs help to inform their decisions about purchasing a used car. They view dealerships as the most trusted source of quality automobiles with impeccable history information. A key finding from the survey illuminates a significant opportunity for dealerships to drive sales and strengthen relationships with buyers. **90% of respondents prefer multiple VHRs before making a purchase.** When dealerships provide an additional reputable VHR, such as Experian AutoCheck®, they harness the power of cross-verification. The additional data can substantially increase consumer confidence in the condition of the pre-owned vehicle and help close the sale.

Going forward
To learn more about adding a second Vehicle History Report, contact your Experian Automotive account executive or visit www.ExperianAutomotive.com

References:
¹ Cox Automotive Car Buyer Journey - Released January 2024. <https://www.coxautoinc.com/wp-content/uploads/2024/01/2023-Car-Buyer-Journey-Study-Summary.pdf>
² Innovation Protocol. (April 2024). Quantitative Research on Consumer Expectations of VHRs and AutoCheck.
³ AutoCheck by Experian case study dated 6/23