
AutoCheck Advantage vs. CarFax

April 2010

The AutoCheck Advantage

“We Have it, They Don’t”



Accident information gives
dealers

More records

AutoCheck provides 2x more reported accidents*

Faster access

Accidents are reported to AutoCheck up to 200 days faster than historical data sources

Consumer Marketing Competitive Messaging

AutoCheck Vehicle History Reports Offer More Value than Carfax:

- **Exclusive Data** - AutoCheck reports **2X MORE ACCIDENTS*** than Carfax® and exclusive auction announced data.
- **Easier to Understand** - AutoCheck is the only report that offers the AutoCheck Score, a tool consumers can use to quickly evaluate and compare vehicle histories.
- **More Affordable** - AutoCheck is an essential car shopping tool which offers a single report at half the price of Carfax.
- **Powered by Experian** - AutoCheck is powered by Experian, the trusted global information company.

*Pipal Research 2009

Display Advertising Campaign *"We have it. They Don't."*



The image displays a central large graphic and three smaller vertical banners. The central graphic has a dark grey background with a fine grid pattern and features the text: "AUTOCHECK® REPORTS 2X MORE ACCIDENTS THAN CARFAX®". To the right, the top banner is light blue with the AutoCheck logo and the text "WE HAVE IT. THEY DON'T.". The middle banner is dark grey with the text "AUTOCHECK® REPORTS 2X MORE ACCIDENTS THAN CARFAX®". The bottom banner is light blue with the AutoCheck logo and the text "2X MORE ACCIDENTS. BETTER PRICE." and a red button that says "GET AUTOCHECK TODAY!".

AutoCheck vehicle history reports are the most valuable on the market with 2x more accidents than Carfax®, the AutoCheck Score, and an affordable price.

The AutoCheck Advantage

Multiple Accident or Damage Records Calculated as one incident

Accident records indicate Severity levels and provide enhanced Descriptiveness

Due to the number of accidents calculated and the reported severity levels, vehicle still scores at the top of the AutoCheck Score range

All accident records are unique to the AutoCheck report

Carfax has no accident information on this vehicle

Your AutoCheck Vehicle History Report

2008 Chrysler PT Cruiser

Report Run Date: 2010-04-01 19:43:34.224 EDT

VIN:	3A8FY48B28T120762
Year:	2008
Make:	Chrysler
Model:	PT Cruiser
Style/Body:	SUV 4D
Class:	Mid Range Car - Lower
Engine:	2.4L I4 SFI
Country of Assembly:	Mexico
Vehicle Age:	2 year(s)
Calculated Owners:	2
Calculated Accidents:	1
Last Reported Odometer Reading:	24,906

This vehicle's AutoCheck Score



The AutoCheck Score is a summary of your vehicle's history, letting you compare vehicles with ease.

This vehicle qualifies for Buyback Protection



Safeguard your investment with AutoCheck Buyback Protection, which reduces the risk in buying a used vehicle.

Vehicle: 2008 Chrysler PT Cruiser (3A8FY48B28T120762)

Event date	Location	Odometer reading	Data Source	Details
10/09/2007	ORLANDO, FL		Motor Vehicle Dept.	REGISTRATION EVENT/RENEWAL(Leased Vehicle) TITLED OR REGISTERED AS A RENTAL VEHICLE, OR PART OF A RENTAL FLEET
06/23/2008	ORLANDO, FL		Motor Vehicle Dept.	REGISTRATION EVENT/RENEWAL TITLED OR REGISTERED AS A RENTAL VEHICLE, OR PART OF A RENTAL FLEET
08/05/2008			Accident Source	MINOR ACCIDENT OR VEHICLE DAMAGE REPORTED: RIGHT REAR CORNER
08/05/2008			Accident Source	MINOR DAMAGE REPORTED
09/03/2008			Accident Source	MINOR ACCIDENT OR VEHICLE DAMAGE REPORTED: LEFT REAR CORNER
09/03/2008			Accident Source	MINOR DAMAGE REPORTED

AutoCheck's exclusive eBay Integration



2003 Chevrolet Malibu Is
NICE 2003 MALBU, DOOR, AUTO, A/C,CD, LOOKS,RUNS GREAT [Research 2003 Chevrolet Malibu](#)

Advised price: **US \$3,995.00** [Make Offer](#)
Phone: **(888) 265-0540**
Location: 2327 S. Main St. SANTA ANA, CA 92707 [Watch this item](#)

Coverage: This vehicle is eligible for up to \$50,000 in [Veh Protection](#). (Not eligible for eBay Buyer Protection)

Email the seller:
Ask the seller a question, schedule an appointment, set up a test drive

First name* Last name* Email address*
Phone number* When will you purchase your vehicle?
Enter the numbers in the image: **942633** [Send](#)

AutoCheck Vehicle History Report POWERED BY

2003 Chevrolet Malibu
Report Run Date: 2010-04-01 10:44:46 EDT

VIN: 1G1ND52JX3M651641
Year: 2003
Make: Chevrolet
Model: Malibu
Style/Body: Sedan 4D
Class: Mid Range Car - Lower
Engine: 3.1L V6 SFI
Country of Assembly: United States
Vehicle Age: 7 year(s)
Calculated Owners: 2
Calculated Accidents: 0
Last Reported Odometer Reading: 107,865

This vehicle's AutoCheck Score
 74
The AutoCheck Score is a summary of your vehicle's history, letting you compare vehicles with ease.
[About this vehicle's AutoCheck Score](#)

This vehicle qualifies for [Buyback Protection](#)
 Safeguard your investment with AutoCheck Buyback Protection, which reduces the risk in buying a used vehicle.
[About Buyback Protection](#)

Vehicle History Report Summary for 2003 Chevrolet Malibu Is

AutoCheck Score **75**
65 - 79 similar vehicles
[About this report](#)

- ✓ No title issues
- ✓ No accidents or damage
- ✓ No odometer rollback
- ✓ No repo or theft events
- ✓ Special use report found

Number Of Owners: 2
VIN: 1G1ND52JX3M651641
Last Odometer Reading: 107865 miles reported Oct-29-2009
Report Run Date: Mar-23-2010 01:08:31 EDT

[View the full report for free](#)

eBay customers can review a fully integrated version of AutoCheck data on all 1981 & newer vehicles:

- Summary includes AutoCheck Score
- Summary also shows reported accidents and possible title issues
- Customers can review the full report at **NO CHARGE**

AutoCheck Fast Link Report

“AutoCheck provides us more of the information that we think is critical in a report. The exclusive auction announced data and more accident information gives us and our customers added confidence in the vehicles we buy and sell. It’s really a win-win.”

Ed Tonkin
VP of Ron Tonkin Family of Dealerships

Tonkin.com **GreshamHonda.com**

NEW Negotiate Online 100% Risk Free

Fill Out This Form

First Name:
Last Name:
Email:
Phone: () Ext:
 Day Evening Mobile
Comments:

[Get Me Into This Car](#)
[Schedule A Test Drive](#)
[More Information](#)
[Get Financed](#)

SUBMIT

Buyers Tools

- [Email A Friend](#)
- [Save This Car](#)
- [Compare Vehicles](#)
- [Print This Page](#)
- [Submit Trade](#)
- [Inventory Alerts](#)

AutoCheck
vehicle history reports

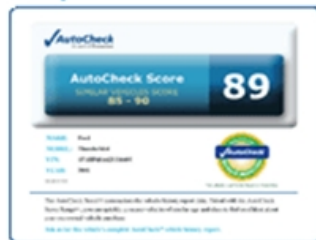
***Reduced Price!* Acura has outdone itself with this wonderful 2007 Acura MDX. Refined at this price just doesn't get any better!!!! This SUV has all the perks at the right price. It may be loaded with extra options, but not with the extra price!!!! Obviously, this car has all the standard amenities, but it doesn't stop there. Luxury means convenience, with great features like Steering wheel mounted audio controls , Steering wheel memory, and Power steering. And MUCH MORE!! Ready for anything!!!! Great for kids!!!! Are you still driving around that old thing? Come on down today and get into this terrific 2007 Acura MDX!!!! This superb MDX is fully-loaded with everything you'd expect from Acura.**

Thanks For Looking!
Scott Sidell
General Manager
Gresham Honda
OR STATE DEALER #2599

AutoCheck Showroom Materials

- Merchandising material is available to dealers in three forms:
 - Pre-printed - Consumer brochures
 - Dealer print on-demand – Vehicle specific
 - Customizable – “Dealerized” banners, posters, tabletops

Sample Score Sticker *



*You can print the actual sticker on VIN Dashboard.



Buyback Protection Certificates



Current Carfax Advertising Campaign “Consumers vs Dealers”

CarFax has had several advertisements recently, that highlight the dealers as being against the consumers.

<http://www.youtube.com/watch?v=6MW538g5j0c>

<http://www.youtube.com/watch?v=JvvT0wt06go>

<http://www.youtube.com/watch?v=95Xkbs9uEPk&feature=related>

New Carfax Price Calculator Tool

“They Have it, We Won’t”

Don't Overpay for Your Next Used Car!

Get CARFAX's Smart Buyer Price Calculator...included with every CARFAX Vehicle History Report!

Enter VIN:

[What is a VIN?](#)

GET THE CARFAX



new

This vehicle is worth **\$1,270 less** than the book value based on the information reported to CARFAX.



CARFAX Price Calculator

Adjust the value of this **2003 CHEVROLET K1500 SUBURBAN** based on the information available in this report

1) Book Value

\$

Enter book value here

[How do I begin?](#)



2) CARFAX History Impact

- \$1,270

VIN:
3GNFK16T83G209781

[What's this?](#)



3) Adjusted Value

Begin by entering
the book value

[How do I use this?](#)

Hot Listings – Exclusive to the Consumer Report

- Consumers are being directed to other dealers when they run a CarFax report on a VIN that is on your lot.

The screenshot displays the CarFax Hot Listings interface. On the left, there is a search form with the following fields: Email (ILVSOFTBLL@GMAIL.COM), Zip (60136), and a Submit button. The main content area lists three vehicles:

- 2006 CHRYSLER SEBRING GTC**
Body Style: Convertible
Engine Type: 2.7L V6 FI DOHC 24V
Standard Equipment: Power Windows, Power Steering, Air Conditioning, AM / FM CD, Power Brakes, Retractable roof, Tilt Wheel, 6-digit Odometer
Distance: 8.77 mi
Dealer: Crystal Lake Pontiac GMC (815-477-8600)
Buttons: View Dealer, Inventory, View Details & Photos
- 2008 CHRYSLER SEBRING TOURING**
Body Style: Sedan 4 DR
Engine Type: 2.4L L4 SFI DOHC 16V
Standard Equipment: Power Windows, Power Steering, Air Conditioning, AM/FM CD/MP3, Power Brakes, Tilt Wheel, 6-digit Odometer
Distance: 43.1 mi
Dealer: South Chicago Dodge (773-476-7800)
Buttons: View Dealer, Inventory, Contact Dealer
- 2007 CHRYSLER SEBRING TOURING**
Body Style: Sedan 4 DR
Engine Type: 2.7L V6 MPI SOHC 12V
Standard Equipment: Power Windows, Power Steering, Air Conditioning, AM/FM CD/MP3, Power Brakes, Tilt Wheel, 6-digit Odometer
Distance: 34.23 mi
Dealer: Napleton Autowerks Cadillac Saab (815-398-0505)
Buttons: View Dealer, Inventory, Contact Dealer

Each listing includes a 'CARFAX 1 OWNER' badge and a 'Free CARFAX Report' link.