

# AutoCount Vehicles in Operation<sup>SM</sup>

Make more profitable decisions  
with aggregated automotive  
registration statistics



In a rapidly changing market, understanding the current automotive climate is essential to making the most intelligent business decisions. Experian's AutoCount Vehicles in Operation,<sup>SM</sup> provides fact based information about vehicles currently on the road to help improve your bottom line.

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#### A complex environment

In today's turbulent and quickly changing automotive market there are many variables to contend with:

- Increase in gas prices and the emergence of the hybrid vehicle
- More new brands on the market
- Greater disparity in used vehicle purchases verses new
- New Technology and alternative fuels
- More durable vehicles that last longer on the road

These present factors make it more important than ever to have fresh automotive statistical information to stay on-top of current market demands.

#### The right answers

Experian's AutoCount Vehicles in Operation database uses Department of Motor Vehicles-sourced vehicle registrations to create an exact picture of which vehicles reside in specific markets. This data will empower you to make the best fact based decisions by:

- Understanding the vehicle density and profile of all markets across the country
- Having the latest vehicle statistics to analyze vehicle populations for new store placement
- Utilizing the latest vehicle population data as a key driver behind aftermarket product demand, and build and sourcing decisions

**The best view**

Experian Automotive's National Vehicle Database is a collection of all cars and light trucks that are currently registered on the road. AutoCount Vehicles in Operation is an aggregation of DMV registrations that look at the market from a variety of ways:

- Geographic — All states and jurisdictions are available, providing coverage from U.S. level to individual census tract
- Vehicle specific — Vehicle detail is available, including: make, model, model year, body style, engine detail, fuel type and many more
- Age specific — Model year is available to determine relative age of vehicles within a given market
- Offering ACES® and Legacy compliance

**The freshest data**

Because vehicle data is stored in Experian Automotive's state-of-the-art National Vehicle Database, information is loaded within 48-hours of receipt from state DMVs. This ensures that it is timely and accurate — bringing you the freshest data available.

Finally, at Experian Automotive we understand that you are watching your bottom line, so AutoCount Vehicles in Operation provides pricing options that match your data needs.

**The results you want**

Now you will have the power and flexibility to combine various vehicle attributes within key geographic areas to obtain the actionable results you need. AutoCount Vehicles in Operation provides you with the best information to make more effective decisions that will improve your ROI.

To find out more about AutoCount Vehicles in Operation, contact your Experian Automotive sales representative at 1 888 853 3307 today!

