

# AutoCount<sup>®</sup> Risk Report

Detailed market reporting and analysis to help you understand your market and competition



AutoCount<sup>®</sup> Risk Report, from Experian Automotive helps lenders optimize their market understanding and competitive positioning at the risk level. By combining AutoCount<sup>®</sup> market share data with credit scores and automotive loan information such as: amount financed, monthly payment, interest rate and term – lenders are now able to make the most informed and profitable business decisions.

### The right answers

In today's market automotive lenders need answers to the tough questions that help position themselves for success:

- What and where are their target consumers purchasing vehicles?
- Are lenders getting the most profitable loans from their dealers?
- What are the risk profiles and competitive market by dealer?
- What credit quality are competitive lenders buying?
- Does vehicle make and model impact credit?
- How does credit quality differ from one market to the next?

Now, AutoCount Report<sup>SM</sup> subscribers can reinforce the body of decision-making information they use with AutoCount Risk Report, a uniform measurement of credit quality and loan analysis designed to help lenders more effectively target specific dealers with the most appropriate loans.

### Gain precise market dynamics insight

Understand risk profiles by market, dealer, make, model and more, to determine competitive positioning.

- Get in depth information on automotive loans across customized risk segmentation.
- Match appropriate products with the right dealers and markets to leverage high-volume opportunities.
- Develop expansion strategies that generate healthy, consistent revenue through predictive insight into the credit quality of new geographies and target dealerships

### Add up the advantages

Benefit from monthly updated Department of Motor vehicles data combined with consumer risk score and automotive loan information.

Create your own customize report with a variety of data and display options to drive your reports using key elements, including transaction type, dealer type, vehicle segmentation and geographic components such as state, county, market area and ZIP Code™ radius and range.

Review the market based on your unique credit tiers and risk segmentation. Our reports feature an executive summary for a quick glance to compare your portfolio with your competitors.

AutoCount Risk Report can be utilized in a variety of ways to achieve multiple objectives:

- **Field relationships** - 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.

- **Regional oversight** - Track, forecast and manage regional finance penetration to ascertain a clearer picture of overall sales performance and hone measurement and pricing strategies.
- **Strategic analysis** - Implement more effective incentives and develop loan products that mirror the risk tolerance of your lending portfolio with the knowledge of market share volumes, risk penetration and competitive positioning
- **Underwriting**- Underwriters can create and refine daily buying strategies through an improved understanding of dealer loyalty and risk segments

### Track your business strategies

Auto Count Risk Report acts as a sales tool for your relationship managers; provides a basis for management reporting and forecasting; and serves as a market information metric for your retail installment loan products.

For more information about AutoCount Risk Report, call 800 853 3307 or visit [www.autocount.com](http://www.autocount.com)