



EasyCare Partners with Carfax to Enhance the Used Car Buying Experience for Dealers and Their Customers

New alliance offers automatically integrated Carfax Vehicle History Reports as part of EasyCare dealers' CoVideo communications.

ATLANTA (January 31, 2010) –EasyCare® and Carfax® have partnered to provide an automatic link to participating dealers' Carfax Vehicle History Reports from their EasyCare CoVideo messages. Now, internet shoppers can easily receive a complete package of vehicle information including personalized video vehicle walk-arounds, Carfax Report, dealership information, and complete contact information.

"Used car buyers expect to see a Carfax Vehicle History Report wherever they shop," said Larry Gamache, communications director for Carfax. "CoVideo makes it easy for dealers to give potential customers the information they need to make a faster buying decision."

Larry Dorfman, CEO of EasyCare, added, "This agreement with Carfax is an important part of our stated commitment to deliver proven processes and comprehensive support to bring more customers buying more from EasyCare dealerships, more profitably. Together with Carfax, we're helping dealers address the increasing demand for transparency in the pre-owned vehicle buying process."

The two companies intend to expand the parameters of this agreement in ways that will further enhance the customer's confidence when shopping for pre-owned vehicles.

"The Carfax Vehicle History Report helps tell the vehicle's story, while CoVideo makes it easy for a dealer to forge a personal connection by providing a real look at the car itself, and by introducing the dealership personnel 'in person' before the customer ever reaches the dealership," Dorfman continued. "We've learned that the more the customer can learn about the car and the dealership online, the more likely they are to purchase."

Dealerships contract with Carfax to provide Vehicle History Reports on a subscription or per-report basis. For questions or to request additional information, please contact EasyCare or Carfax, contact information listed below.

About EasyCare, an Automobile Protection Corporation – APCO Brand (www.easycare.com)

Founded in 1984, Automobile Protection Corporation – APCO is the leading independent provider of automotive benefits specifically created to enhance a consumer's vehicle buying and ownership experience in ways that create long-term bonds between the consumer and their dealership. APCO's benefits are provided under the [EasyCare](http://www.easycare.com) brand as well as on behalf of some of the most preeminent manufacturers in the automotive industry, including Jaguar, Land Rover, and Mazda. EasyCare benefits include vehicle service contracts, dent removal coverage, GAP insurance, key replacement coverage and personal concierge service.



EasyCare is the only vehicle service contract provider to have been designated both a “[MOTOR TREND Recommended Best Buy](#)” and to maintain a Better Business Bureau rating of A+. With over 2.8 million contracts currently in force, APCO has paid over \$2 Billion in claims, approximately \$180 Million of which were in the last 12 months. EasyCare is the exclusive provider of the MOTOR TREND Certified Advantage program, “*a better way to buy a better car,*” that allows franchise dealers to provide a highly valued certification program for their non-franchise pre-owned vehicles.

About Carfax (www.carfax.com)

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that helps used car buyers and sellers make better decisions. For more information or to become a Carfax-subscribing dealer, visit www.carfaxonline.com.

EasyCare Contact Information:

Jennifer Silverberg
Vice President, Marketing and Customer Experience
678-225-1000 x2172
www.easycare.com
jsilverberg@easycare.com

Carfax Contact Information:

Christopher Basso
Carfax Public Relations
publicrelations@carfax.com

###