



CarsDirect Enhances Online Listings with Carfax Reports

Partnership with Carfax expected to improve online inventory turn; buyers get free Carfax reports

LAS VEGAS, NV. (February 4, 2012) – CarsDirect has enhanced its used car listings at carsdirect.com and sellmycar.com with Carfax Vehicle History Reports so dealers can sell cars faster. Online shoppers get free Carfax Reports with every vehicle listed by a Carfax-subscribing dealer. Previous studies show that Carfax Reports greatly influence a buyers' dealer choice and improve inventory turn by 12 days on average.

“CarsDirect has always carefully evaluated new features to ensure that all innovations we make are truly mutually beneficial to both consumers and to our dealer partners,” said Curt Cozadd, Vice President of Marketing at CarsDirect. “The addition of free Carfax Vehicle History Reports on our used listings is a perfect example of such a feature. Consumers benefit from the added peace of mind a vehicle history report provides, while dealers benefit from potentially faster sales from informed buyers.”

CarsDirect automatically links Carfax Reports dealers run to the search results and vehicle details pages on carsdirect.com and sellmycar.com. Online shoppers can see all the Carfax information for a particular vehicle with a single mouse click. Other CarsDirect improvements include identifying Carfax 1-Owner cars, premium vehicles that have had only one owner and may be worth more to buyers.

“Carfax and CarsDirect are meeting the needs of our customers,” said Larry Gamache, communications director at Carfax. “Consumers and dealers alike want Carfax Reports included with vehicles listed online. This decisive choice by CarsDirect helps online shoppers buy with greater confidence and dealers sell cars faster.”

About CarsDirect (www.carsdirect.com)

CarsDirect is a leading multi-brand online car buying service and research portal, providing new and used automobiles and related products and services. As the pioneer of the direct online car buying model more than a decade ago, CarsDirect has become the natural choice for consumers who demand objectivity, selection and upfront pricing, and for dealers who want to leverage the Internet for cost-effective incremental sales and revenue.

About Carfax (www.carfax.com)

Carfax is the vehicle history expert for used car buyers, sellers and the automotive industry. Carfax created the Vehicle History Report in 1986 and is trusted by dealerships across North America to help acquire, advertise and retail used cars. Carfax is integrated with over 250 acquisition and inventory companies and is the vehicle history provider of choice for 32 manufacturer Certified programs plus 2,000 automotive Web sites. Online shoppers view Carfax® Vehicle History Reports™ included with dealer listings more than 85 million times a year to buy with more confidence. Become a Carfax Advantage™ dealer or learn how Carfax can help your dealership win by visiting www.carfaxonline.com.

Connect with us on [Facebook](#), [LinkedIn](#) and Twitter [@CarfaxReports](#) and watch us on [YouTube](#). Friend Car Fox on [Facebook](#) and follow him on Twitter [@TheCarFox](#). Download the 'Carfax for Dealers' mobile app from the App StoreSM and Android MarketSM.

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