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Equifax to Unveil Unique View of Automotive Market at NADA

Auto Lenders, Dealers and OEMs Gain Comprehensive, Game-Changing Insights on Automotive Market and Consumers With New Solutions and Blog

ATLANTA, Jan. 22, 2014 (GLOBE NEWSWIRE) -- At the 2014 NADA trade show, Equifax Automotive Services (NYSE:EFX) will be unveiling several new suites of marketing, credit and risk solutions, providing the automotive industry with comprehensive, game-changing insights for a complete view across the automotive ecosystem.

Equifax continually analyzes the automotive market to bring essential insights to lenders, dealers and OEMs, including: insights on vehicle-buying consumers before they are in the market; consumers who are ready to buy a vehicle, including how they buy and what they may be interested in; and the right vehicle to provide at the right price and with the right financing option. As a result, organizations are able to predict and capture opportunities quickly and close more deals faster – critical in today's highly competitive market. At NADA, Equifax will give demos of their online marketing solutions for improving marketing offers and prioritizing leads.

At the show, Equifax Automotive will be showcasing their expanded suite of verification solutions that help move vehicles off the lot faster by helping to eliminate stipulations and close deals faster.

Also to be revealed is an improved online portal for accessing all credit, fraud mitigation, verifications and compliance data solutions in one centralized location -- configured for the needs of automotive dealers.

Equifax also launched its new blog tailored specifically for the automotive lending industry. Available online at insight.equifax.com/automotive, the new blog aims to empower lenders and dealers with information they can trust. Executives of the Equifax Automotive Services group will focus their posts on various areas of the marketplace to enrich the performance of businesses and help lenders and dealers maximize growth and reduce risk throughout the customer lifecycle. This blog provides yet another layer of insight to further help the automotive industry capitalize on a growing market and ultimately drive smarter growth.

"The auto industry continues to evolve at a fast pace in order to drive efficiencies and effectiveness within the automotive marketplace. Staying ahead of the curve by understanding meaningful trends, challenges and opportunities in the auto industry is absolutely critical for dealers' and lenders' long term success," said Scott McMahan, VP of Marketing, Equifax Automotive Services. "We look forward to presenting new solutions, expanded capabilities, and even deeper insights at this year's NADA Convention, and we are particularly excited about the rollout of our auto blog; a resource for industry experts

across the spectrum."

To learn more about Equifax Automotive Services, please visit the Equifax booth # 4767 at the [NADA Convention & Expo 2014](#), Jan. 24-27 in New Orleans.

About Equifax, Inc.

Equifax is a global leader in consumer, commercial and workforce information solutions that provide businesses of all sizes and consumers with insight and information they can trust. Equifax organizes and assimilates data on more than 600 million consumers and 81 million businesses worldwide. The company's significant investments in differentiated data, its expertise in advanced analytics to explore and develop new multi-source data solutions, and its leading-edge proprietary technology enable it to create and deliver unparalleled customized insights that enrich both the performance of businesses and the lives of consumers.

Headquartered in Atlanta, Equifax operates or has investments in 18 countries and is a member of Standard & Poor's (S&P) 500® Index. Its common stock is traded on the New York Stock Exchange (NYSE) under the symbol EFX. In 2013, Equifax was named a Bloomberg BusinessWeek Top 50 company, was #3 in Fortune's Most Admired list in its category, and was named to InfoWeek 500 as well as the FinTech 100. For more information, please visit www.equifax.com.

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