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Equifax Announces New Automotive Technology Platform at NADA Convention

AutoConnect platform from Equifax allows partners to seamlessly deliver auto-specific solutions in real-time to its customers

SAN FRANCISCO, Jan. 22, 2015 /PRNewswire/ -- Equifax Inc., (NYSE: EFX) a global information solutions company, unveiled today at the [National Automobile Dealers Association \(NADA\) Convention and Expo 2015](#) its automotive technology platform, AutoConnect, which will enable partners to deliver credit, marketing, risk and verification solutions seamlessly to their clients.



"AutoConnect will help partners pursue opportunities across all segments of the automotive ecosystem," said Kathi Mehall, Vice President of Technology for Automotive Services, Equifax. "It uses auto-specific API's (Application Programming Interfaces) based on the Standards for Technology in Automotive Retail (STAR) to help streamline partners' implementation and deployment of Equifax data and services."

With the automotive industry experiencing significant growth and evolution in the consumer online shopping experience the last several years, Equifax is making this crucial investment to deliver a platform as well as capabilities that allow partners to quickly deliver the next generation of solutions to their customers.

Recent partner, CreditMiner, a top industry consumer qualification solution provider, has announced they will be leveraging Equifax real-time technology platforms and data to empower delivery of their products.

"CreditMiner is committed to providing automotive retailers with transparent, and financial-driven solutions that allow dealers to increase profitability and decrease exposure to compliance burdens and potential violations," said Don O'Neill, Vice President of Sales and Marketing, Credit Miner. "Equifax is a trusted brand and is renowned for innovation. We are excited to partner with their automotive team and look forward to delivering on our commitment to our customers."

"Innovative and secure, the AutoConnect platform will be a cornerstone of all our auto marketing solutions – including the ones we have launched and those that we are developing for future deployment," said Scott McMahon, Vice President of Marketing for Automotive Services, Equifax. "Our ongoing investment in AutoConnect will enable growth for our partners' business, with particular focus in the upfront marketing, online and

consumer qualification space."

AutoConnect will also provide third parties access to unique data from Equifax, such as verification of income and employment, which is accessible through an API designed for the auto industry. This will open up new opportunities for partners who deliver solutions to dealers, lenders and OEMs and help to propel their business forward.

About Equifax

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 19 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, For more information, please visit: www.equifax.com.

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