## **Get Premium Price on Used Cars (for Free)**

aximizing profitability on used car sales and boosting revenue streams from additional services, like maintenance and repair, are critical to your bottom line in today's selling environment.

But how can you pump up your used grosses, especially now, with customers turning to the web for comparison shopping and cost information? One successful tactic is to take advantage of an underutilized asset sitting in your dealer management system (DMS) — maintenance records.

The concept is simple and effective. People will pay more for a car they know has been well-maintained and are more likely to have their car serviced at a shop that's already familiar with it. CARFAX Service Link is a

YOUR DEALERSHIP NAME Address Telephone Web site

free program that puts maintenance records from your service department directly onto CARFAX Vehicle History Reports. Your dealership's name, contact information, and Web site appear alongside each service record. The result is free advertising that stays on the CARFAX Report for the life of the vehicle, helping to bring back those cars you routinely serviced while also maintaining their resale value.

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"In this economy, it's more important than ever for us to maximize our used car profitability," said David Defoe of Labadie Tri-City Toyota in Bay City, Mich. "Having the maintenance history available in CARFAX Vehicle History Reports helps used cars

> maintain their value and we can expect a premium price at retail. Just as important, we're making more money on the service side by keeping those vehicles in our service cycle. We've also had new customers bringing their cars back once they were sold as a direct result of the free advertising we get from the CARFAX Service Link Program."

Any dealership can participate in this free, value-added program. A number of international nameplates, including Toyota, Kia, Honda, Acura, Mitsubishi, Volvo, Subaru, and Isuzu have joined the CARFAX Service Link program and strongly encourage their dealerships to participate.

Dan Crowe, Automobile Remarketing Manager for American Honda says, "The CARFAX Service Link program gives further affirmation to our customers that they're purchasing a high-quality, well-maintained Honda vehicle. It's another value-add from CARFAX that helps participating Honda dealers better meet customer needs and, ultimately, sell more vehicles."

With CARFAX Service Link, you're reaching more than 50 million inmarket consumers who strongly prefer to buy with a vehicle history report and know exactly where their next dream car was serviced.

"Whenever you buy a used car you are taking a chance," said recent CAR-FAX customer Lynne Kobin. "But, we found out through the CARFAX Report that the car we were considering was serviced regularly at a dealership that we trust. We bought it, love it, and won't take it anywhere else for service."

For vehicles purchased at auction or taken in on trade, access to maintenance information in CARFAX Reports also helps dealers quickly determine which services were performed in the past. In addition, dealers can send service reminders to new owners. This type of customer service is proven to ensure more repeat business and is effective in getting new business out of recommendations from satisfied

Put your DMS to work. CARFAX Service Link is your key to profit maximization and keeping your customers coming back for service. For more information or to sign up for CARFAX Service Link, call 800-561-5496 or e-mail servicelink@carfax.com. AD



