

FREE Marketing

CARFAX

FEATURES

Targeted advertising on the CARFAX Vehicle History Report at **no cost to you!**

- ✓ *Stay ahead of your competitors*
- ✓ *Increase exposure for your shop on the CARFAX Vehicle History Report*
- ✓ *Keep vehicles in your service cycle after an ownership change*

CARFAX® SERVICE LINK



The screenshot shows a portion of a CARFAX report with a callout box highlighting a service record. The callout box contains the following information:

| | | | |
|------------|--------|---|---|
| 11/06/2001 | 7,112 | Your Service Location Fairfax, VA 12345 800-555-5555 www.yourwebsite.com | Vehicle serviced Oil and filter changed Tires rotated |
| 06/15/2002 | 11,478 | Your Service Location Fairfax, VA 12345 800-555-5555 www.yourwebsite.com | Vehicle serviced |

FREQUENTLY ASKED QUESTIONS

Am I agreeing to Service Link for any fixed length of time?

No. This is an opt-in program and you may stop the free advertising at any time.

How does CARFAX receive the service history data?

The data is pulled directly from your eLube system utilizing a secure connection.

Will our website link be added to the report?

Absolutely! A link to your website and a phone number would be incorporated into the report with each record displayed.

Does CARFAX ever resell Service Link data to any third parties?

No, CARFAX does not resell this data.

What type of information does CARFAX need in order to add my information to a CARFAX Vehicle History Report?

CARFAX will only use service and inventory records. Each of these transactions in your database will add your shop's name to the CARFAX Reports. We want to promote your dealership in as many CARFAX Reports as possible!

CALL 800.296.0177 For More Information