

# Journey toward the Golden Master Record

while expanding your automotive customer network



## Bridge new relationships by locating owners throughout the vehicle lifecycle

LexisNexis® Owner Check helps automakers better connect with subsequent owners and provides clarity to these common blind spots:



### Prior owner deactivation

Cancel subscriptions  
Disable connected services including telematics data collection  
Omit customer consent



### Current owner activation

Collect customer consent  
Transfer “no-charge” benefits  
Enable SOS support



### Aftersales benefits

Maintenance and service diagnostics  
Roadside assistance  
Vehicle warranty

## How LexisNexis® Owner Check creates a more accurate view of who owns your vehicles



### 1. Data transfer and linking technology

● **Automaker** provides VIN and ownership information of eligible vehicles as well as any associated master customer record. Then, using proprietary technology, ● **LexisNexis Risk Solutions** processes the data to confirm the ● **Original vehicle owner** or if an ownership change has occurred.

### LexID®

At LexisNexis Risk Solutions, we use advanced linking technology in combination with our unique identifier, LexID®, to resolve, match and manage information on:

**284+ million**  
unique consumer identities<sup>4</sup>

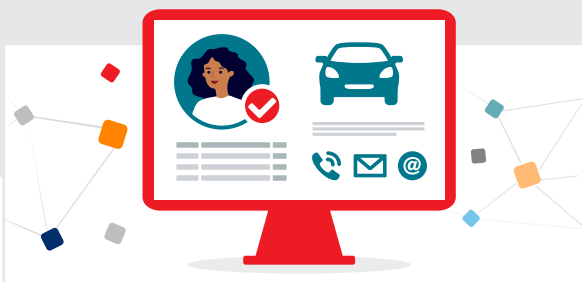
**220+ million**  
unique VINs<sup>4</sup>

across all  
**50 states**



### 2. Owner identification and outreach

If a ● **New vehicle owner** is identified, ● **LexisNexis Risk Solutions** provides the new owner's contact information to the automaker, including physical mailing and email addresses. ● **Automaker** then contacts the new owner to offer no-charge transfer of eligible services.



With our extensive data delivered in near-real time, we help automakers better access robust secondary owner information that can be configured and tailored to meet your needs.

**84+ billion**  
public records<sup>4</sup>

**Proven and tested**  
physical and digital  
contact information



### 3. New owner opts in for new opportunities

● **New owner** consents and registers as a customer with automaker to receive remaining balance of eligible vehicle services and inherent benefits.  
● **Automaker** updates master customer record in CRM and can contact newly registered customer for future engagement and opportunities.



Following the initial outreach, LexisNexis® Owner Check continues to support your ongoing efforts with owner change management, your vehicle lifecycle and outreach strategies.

**94%**  
average vehicle  
match rate<sup>5</sup>

## A more streamlined way to manage vehicle ownership changes and master customer records

**LexisNexis® Owner Check** helps you locate customers with greater ease, speed and efficiency, giving you better insights on your vehicles and owners and helps take you one step closer toward a Golden Master Record.



Access timely vehicle ownership changes with our proprietary linking technology



Improve your outreach to secondary owners with more complete and accurate contact information



Develop new customer relationships by providing services to subsequent vehicle owners

### The Golden Master Record is the golden ticket

The most accurate, complete and comprehensive representation of a master data asset is the result of consolidating all associated records down to a **single customer record**.



Create a more personalized experience



Maximize your customer relationships



Increase customer engagement and retention opportunities

For more information on LexisNexis® Owner Check, please visit our [website](https://www.lexisnexisrisk.com) or contact us at [USConnectedCar@lexisnexisrisk.com](mailto:USConnectedCar@lexisnexisrisk.com)