## 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



Collect customer consent Transfer "no-charge" benefits Enable SOS support



#### 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<sup>®</sup>

At LexisNexis Risk Solutions, we use advanced linking technology in combination with our unique identifier, <u>LexID</u>°, 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



## 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.



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**

contact information

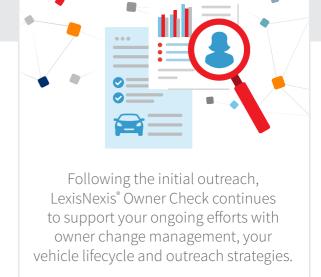
physical and digital



#### • **New owner** consents and registers as a customer with automaker to receive remaining balance of eligible vehicle services and inherent benefits.

newly registered customer for future engagement and opportunities.

• Automaker updates master customer record in CRM and can contact



## match rate<sup>5</sup>

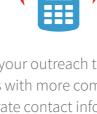
94%

average vehicle

#### 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.

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

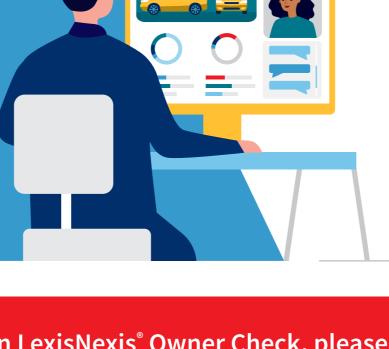




Improve your outreach to secondary owners with more complete and relationships by providing services accurate contact information to subsequent vehicle owners







Create a more

Maximize your customer relationships

personalized experience



Increase customer engagement and retention opportunities

For more information on LexisNexis® Owner Check, please visit our website or contact us at <u>USConnectedCar@lexisnexisrisk.com</u>



LexisNexis Risk Solutions harnesses the power of data and advanced analytics to provide insights that help businesses and governmental entities reduce risk and improve

decisions to benefit people around the globe. We provide data and technology solutions for a wide range of industries including insurance, financial services, healthcare and government. Headquartered in metro Atlanta, Georgia, we have offices throughout the world and are part of RELX (LSE: REL/NYSE: RELX), a global provider of information-based analytics and decision tools for professional and business customers. For more information, please visit www.risk.lexisnexis.com and www.relx.com. The Owner Check services are not provided by "consumer reporting agencies," as that term is defined in the Fair Credit Reporting Act (15 U.S.C. § 1681, et seq.) ("FCRA") and do not constitute "consumer reports," as that term is defined in the FCRA. Accordingly, the Owner Check services may not be used in whole or in part as a factor in determining eligibility for credit, insurance, employment or another purpose in

- connection with which a consumer report may be used under the FCRA. Due to the nature of the origin of public record information, the public records and commercially available data sources used in reports may contain errors. Source data is sometimes reported or entered inaccurately, processed poorly or incorrectly, and is generally not free from defect. This product or service aggregates and reports data, as provided by the public records and commercially available data sources, and is not the source of the data, nor is it a comprehensive compilation of the data. Before relying on any data, it should be independently verified. LexisNexis and the Knowledge Burst logo are registered trademarks of RELX Inc. Other products and services may be trademarks or registered trademarks of their respective companies
- 1. Edmunds: 2019 Used Vehicle Report (https://static.ed.edmunds-media.com/unversioned/img/industry-center/insights/2019-used-vehicle-report.pdf) NIADA: 2019 Used Car Industry Report (www.niada.com/uploads/dynamic\_areas/5Nd7sQuZuYjQ5FCDUBXL/34/UCIR\_2019\_web.pdf) The Interesting Fact of the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts: The Life Cycle of Cars (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.theifod.com/car-facts-the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and the Day (IFOD) Blog: 2019 Car Facts (https://www.the-life-cycle-of-cars/) and (https://www.the-life-cyclLexisNexis Risk Solutions: March 2021 Internal Data Analysis

LexisNexis Risk Solutions: 2021 Proprietary Research