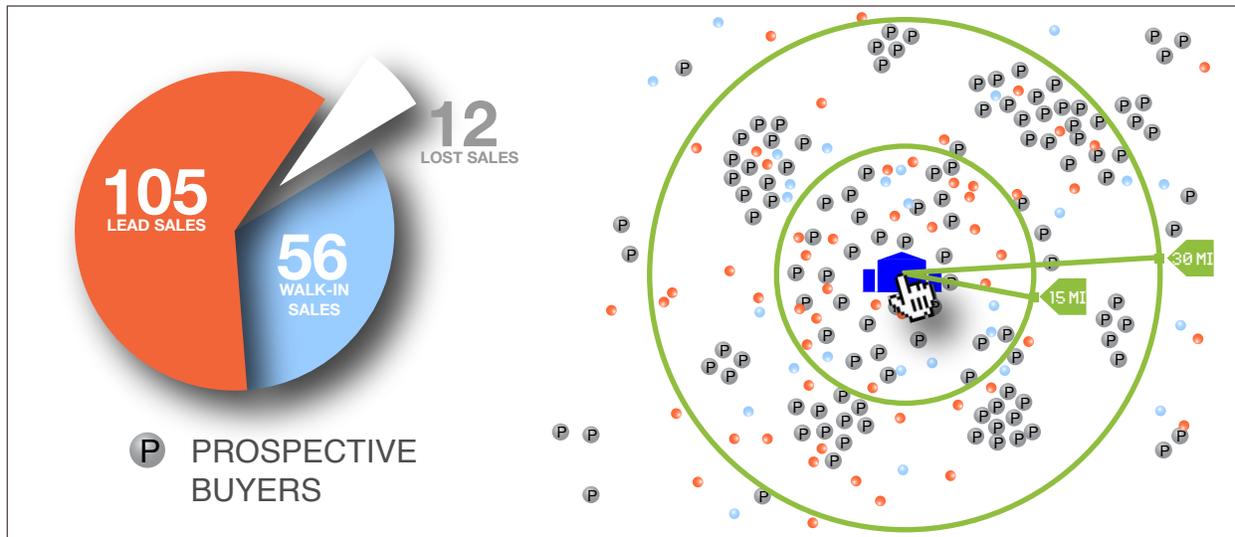


Transaction Data



WHY does Edmunds collect Transaction Data?

There are two primary reasons Edmunds.com collects transaction data. First, your transaction data **helps ensure the accuracy of our True Market Value® (TMV®) pricing**. Second, your transaction data enables us to **provide you with a deeper level of insight** about your dealership's sales and performance that you can't get anywhere else.

WHAT'S in it for me?

Providing your transaction data yields many benefits:

- **Sales Sourcing**
- **Lost Sales** (potential customers that purchased from the competition)
- **Trends & Market Intelligence**
 - + Distance of closed sales
 - + Locations of prospective buyers

What do I have to do?

Give us access to your dealer management system and **we'll do the rest at our sole cost and expense**. Transaction data is used in aggregate and **will not be disclosed** in a manner that could identify your dealership.