

Experian AutoCheck Case Study

Moto Now: Knoxville, TN

"We could not run our business without Experian AutoCheck vehicle history reports! It has changed the way we acquire vehicles 100%. No other VHR on the market has the level of franchise and auction data we need to make key acquisition decisions." Annie Moore, Owner

Annie Moore owns Moto Now, an independent used car dealership in Knoxville, TN. Since 2012, the dealership has been a valued customer of Experian AutoCheck vehicle history reports, which have proven to be an indispensable resource both in-store and at auction.

Moto Now utilizes Experian AutoCheck for every vehicle considered at auction and in-store, enabling the comprehensive printing of deal jackets.

The dealership particularly appreciates the reliability of the auction data, which includes critical insights such as salvage title history, country of assembly, and a unique scoring feature that facilitates rapid vehicle evaluation.

Annie stated that their operations would not be possible without Experian AutoCheck, emphasizing that it has completely transformed their vehicle acquisition process and that no other VHR on the market offers the same depth of franchise and auction data that Experian AutoCheck provides!

"Experian AutoCheck vehicle history reports have proven to be an invaluable tool both in store and at auction."

