

FEATURED PRESS RELEASE FOR AUTOMOTIVE DIGEST**[Significant Shopping Tool for Finding the Right Car that Consumers want]****CARFAX HELPS CONSUMERS FIND THE RIGHT CAR WITH THE RIGHT HISTORY;
CAR FOX RETURNS IN NEW AD CAMPAIGN TO SPREAD THE WORD**

CENTREVILLE, Va. (April 7, 2014) – With a little help from his friends, Car Fox is leading people to the revolution in online car shopping for a new Carfax ad campaign. The new ads unveil for used car shoppers the company’s latest innovation, Carfax Used Car Listings, designed to help find the right used car with the right history.

Consumers currently visit carfax.com more than 70 million times a year to get history information they need to buy used cars with more confidence. Now used car shoppers will be able to use that same history information to easily find cars with no accidents reported to Carfax, regular service, and only one previous owner. Consumers can start searching for used cars using vehicle history at Carfax.com, something they can’t do anywhere else.

“Online car shoppers get lost in a maze of websites, banner ads and lead forms,” said Scott Fredericks, vice president at Carfax. “Our new used car listings make finding the right car with the history that’s right for you easier. Shoppers can quickly narrow their search and connect with a local dealer. Show me the Carfax has taken on a whole new meaning!”

Developed in conjunction with Y&R Midwest, the campaign is set to launch nationwide on April 7, 2014. Appearing in all of the ads once again is Car Fox, the tireless consumer’s advocate.

“The new Carfax ad campaign highlights the vehicle history information used car shoppers can use to find the right car online,” said Bill Cimino, chief creative officer, Y&R Chicago. “Our entire team is thrilled to work with Carfax to bring this innovation to life.”

Visual effects experts Framestore, Academy Award winners for their work on the blockbuster ‘Gravity’, help bring Car Fox to life in the new work. The lovable character is joined by several different woodland creatures and a couple bass – representing the rest of Team Carfax – all committed to helping consumers.

“We’re very excited about the work we’ve done in collaboration with Carfax and the Y&R team,” said director, Ben West, Framestore. “Bringing creatures and characters to life to tell compelling stories is what we do best. With this campaign we’ve opened up a whole new world and there’s more to come. As the series evolves I’m sure we’ll see the Car Fox and his woodland buddies develop a huge following.”

The first ads in the new ‘Show me the Carfax’ campaign begin airing today. Carfax will be posting all of the new ads as they break to [the company’s Facebook page](#), the [Carfax channel on YouTube](#) and other social media outlets. Explore the innovation in online car shopping at Carfax.com.

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