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**FORD CERTIFIED
PRE-OWNED**



FORD CPO SALES SURGED 50% WITH EXPANDED CARFAX PARTNERSHIP

DETROIT, MI. (Oct. 13, 2014) –

Sales of Certified Fords and Lincolns have surged more than fifty percent since the start of the relationship between Ford and Carfax.

And Ford Motor Company and Carfax have now expanded their partnership in the Ford and Lincoln Certified Pre-Owned (CPO) programs. Ford is continuing its commitment to provide Carfax® Vehicle History Reports™ for free to buyers and sellers of Certified Ford and Lincoln vehicles. In addition, all Ford and Lincoln CPO cars will now be listed on [Carfax Used Car Listings](#).

At the all-new Carfax.com, car shoppers will find Ford and Lincoln Certified cars for sale that all come with a free Carfax Report. Every Certified Ford and Lincoln vehicle must have a Carfax Report run by the dealer that qualifies for the Carfax Buyback Guarantee.

Including Ford and Lincoln, 38 manufacturer brand CPO programs currently use Carfax Reports to build more consumer confidence in their certified used cars.

To make their CPO units even more valuable to prospective buyers, thousands of Ford and Lincoln dealers have joined the Carfax Service Network. Participating dealers get free advertising on Carfax Reports and in the myCarfax app to help ensure more Ford and Lincoln cars are serviced by expert technicians

What Joe Koenig, VP of Carfax, had to say about the success of the partnership with Ford:

“We work hard to exceed the needs of our partners who make Carfax such an integral part of their programs and operations,” “Our relationship with Ford goes well beyond providing vehicle history. It’s about giving dealers the tools they need to help manage inventory risk, build consumer confidence, drive more customer traffic and increase revenue. Seeing the Ford and Lincoln CPO programs thrive also is further proof that Carfax helps dealers sell more cars faster. This partnership is clearly successful and we’re excited to continue building on that success.”

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How the Carfax Reports have impacted the CPO sales of a major Ford dealer per George Hawes, general manager at Brighton Ford:

“Carfax Reports help us identify great CPO inventory and hold more gross on our CPO sales,”. “They’ve got the best data, a strong brand and unique tools that drive more traffic to our store. We love that Ford requires Carfax Reports for the CPO program because they’re what helps us sell all our cars.”

To get more about Ford Motor Company:

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 186,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

What you may already know about Carfax (www.carfax.com):

Carfax, a unit of IHS Inc. (NYSE: IHS), is the vehicle history expert for used car buyers, sellers and the automotive industry. Carfax created the Vehicle History Report in 1986 and is trusted by 30,000 dealerships to help acquire, advertise, retail and service used cars using innovative services like [Carfax Used Car Listings](#) and [myCarfax](#). Carfax is an essential part of 38 manufacturer Certified programs, is integrated into hundreds of acquisition and inventory management tools, and featured on thousands of automotive websites. Become a Carfax Advantage™ dealer and see how Carfax helps your dealership win at www.carfaxonline.com.

Based in Englewood, Colorado, USA, IHS is the leading global source of information, insight and analytics in the automotive industry and other critical areas that shape today’s business landscape.

Connect with Carfax on [Facebook](#), [Google+](#), [LinkedIn](#) and Twitter [@Carfax4Dealers](#) and watch us on [YouTube](#). Friend Car Fox on [Facebook](#) and follow him on Twitter [@TheCarFox](#). Download the ‘Carfax for Dealers’ mobile app from the App StoreSM and Google PlaySM.

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