



Recent car buyers agree, C.A.R.Score reports would influence what dealerships to visit and how much to pay.

C.A.R.Score is a vehicle condition report that provides detailed information about the vehicle that may not be detected in photos. These reports can assess the condition of all areas of the vehicle including instrument and control panels, interior odors, mirrors, upholstery, and even the tire tread depth.

98%

of recent car buyers would find C.A.R.Score reports **useful**.

46%

of those responded that they would find them **EXTREMELY** useful.



92% of respondents said when comparing two vehicles at different dealerships they **"would contact"** the dealership that had the C.A.R.Score report over the dealership who lacked the report.

64% of respondents said they **"probably would"** choose to visit a car dealership with C.A.R.Score reports over one without.
Another **29%** said they **"definitely would."**

69% of respondents said they **would drive 30+ miles** to a dealership who provided C.A.R.Score reports.





of recent car buyers said they would be **more likely** to test drive a vehicle if it had a C.A.R.-Score report.

Recent car buyers said they **would pay a higher price** for a vehicle with a better C.A.R.Score.

12%
Definitely



60%
Probably

Car Buyers Want C.A.R.Score

We surveyed 243 car shoppers who have purchased with a dealership within the last 10 years

"Excellent report. Builds confidence in the vehicle purchase."

"Knowing that someone took the time to examine the car thoroughly and complete the C.A.R.Score report would offer reassurance."

"I used CARFAX on my last car purchase. This is more complete."

"All dealerships should have them available."

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