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## CreditView for Auto

Empower consumers and  
expand your reach

✔ **Widen your customer universe**

Attract and engage consumers with on-demand access to their credit profiles.

✔ **Deepen consumer relationships**

Offer more value through insights, strong digital engagement and positive experiences

✔ **Position your business for growth**

Turn valuable consumer insights into relevant offers.

With TransUnion CreditView, auto dealers can empower consumers to better manage their credit health with access to vital information, insights and guidance. Our interactive, user-friendly dashboard provides consumers a snapshot view of their personal credit score, with comparisons and progress tracking to better understand and monitor their information.

**Engage today's consumer**

In a consumer-driven economy, intense competition has sparked more choices and less brand loyalty. To embrace this power shift and gain a market advantage, you need to help existing and potential customers take control of their credit.

TransUnion's CreditView Dashboard is a configurable credit education tool that meets consumers' heightened expectations to access their credit information, and understand and shape their financial futures. It's a way to engage them more deeply and put more control in their hands.

**Product features:**

→ **Deliver timely credit alerts**

Keep consumers engaged with vital information and insightful updates, helping them stay informed to better manage their personal credit information.

→ **Offer in-built protection**

Monthly score trends and national score comparisons enable consumers to track their progress while helping you support their recovery to financial health.

→ **Add value through personalised experiences**

Attract consumers by offering them instant access to their credit profile to enhance credit education and brand loyalty.

→ **Enhanced predictive power**

Allow customers to see how different 'what if' scenarios impact their score – helping you identify customers ready for action and extend the right offers at the right time.

**User Features:**

- Personalised branding
- Easy-to-use, user-friendly visual tools
- Offline version available where data/connectivity fails
- Hosted/API integration
- Always-on mobile and web interface

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**TRANSUNION AUTO LIFECYCLE PRODUCTS SUITE**

- iCheck
- Market Price Indicator
- Triggers
- TrueIdentity
- Valuations
- Wholesale Price Indicator
- FirstCheck
- Digital Onboarding
- Verifications
- Analytics and Marketing Solutions
- CreditView
- Dealer Guides
- Car Price
- Quick Credit and Fraud Check
- BI Reports

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**LEARN MORE**

To learn more about TransUnion Auto Lifecycle please contact your TransUnion representative.