

## Experian's 2010 Annual Report Highlights the Case of Sinotrust's Auto Customer Satisfaction Solutions

Beijing, June 11, 2010---On June 11, Experian, a global leading information service provider and Sinotrust's strategic partner, announced its 2010 Annual Report that made an overall review and analysis of Experian's business conditions, financial conditions, future trends, etc. in 2010. At the same time, the Report also released the case of Sinotrust's customer satisfaction solutions for renowned auto maker Guangqi Honda in China.



**DRIVING CUSTOMER SATISFACTION AT GUANGQI HONDA**

Guangqi Honda, a joint venture of Guangzhou Automobile Group and Honda Motor, is a leading car manufacturer in China, with a network of over 400 dealerships. The company has always prided itself on delivering outstanding customer service, but realized in 2003 that the standard of service provided by dealers varied greatly across its network and was leading to an overall decline in customer satisfaction. Sinotrust, a majority-owned strategic partner of Experian, was appointed to help improve Guangqi Honda's dealership management and to reverse the decline.

Sinotrust is the largest automotive marketing solutions provider in China and has worked closely with Guangqi Honda to raise the level of customer satisfaction. Central to this has been the development of a dedicated information management system, supported by four separate research methods, to monitor the sales and after-sales processes of Guangqi Honda dealers, as well as to collect customer evaluations and diagnose problems.

In the latest J. D. Power customer satisfaction survey, Guangqi Honda has jumped to number one from 16th place for after-sales service. Jun Yu, Vice President and Senior General Manager of Guangqi Honda Automobile Sales Operations, concluded: "Sinotrust's valuable insights and expertise in the automotive market have helped us to make significant improvements in our service capabilities and customer satisfaction".

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## **About Sinotrust Automotive Marketing Solutions**

Sinotrust is a leading supplier of marketing solutions to the Chinese automotive market. With offices in Beijing, Shanghai and Guangzhou, we have a team of over 260 skilled professionals devoted to our automotive marketing solutions. Our Automotive Marketing Solutions integrate information, services and technology to provide marketing research services, marketing consulting & business strategy services and database marketing services, helping automotive companies position their products correctly, identify target markets accurately and conduct effective marketing so as to develop sustainable and profitable customer relationship.

## **About Sinotrust**

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

Over 80% of the Fortune 500 companies operating in China are using different products and services of ours. We employ over 700 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment keeps on improving our service

capabilities.