

R. L. Polk & Co.

Southfield, Michigan

Who is R. L. Polk & Co.?

Polk is a 140 year old privately owned, family business, whose sole focus is the automotive industry. The parent organization to CARFAX, Polk has more than 1,000 employees in seven states. Polk provides a variety of services to help the automotive industry with market planning, maximizing market share, identify emerging market trends, optimize aftermarket operations, provide recall and product advisories for consumers and provide in-depth vehicle history reporting amongst many other services.

What Does R. L. Polk & Co. Provide?

- Assisting the automotive industry with safety recall notifications and vehicle advisories
- VIN Decoding – interpreting and applying VIN information for vehicle registrations & insurance
- Automotive market reporting & research
- Assisting law enforcement and other government agencies
- CARFAX Vehicle History Reports for consumer used vehicle purchases and government verifications
- Assisting in fraud investigations and other antifraud activities by identifying branded vehicles

