



AutoNation, Inc.
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Fort Lauderdale, FL 33301
954-769-7000 Main
www.AutoNation.com

May 26, 2014

Notice to Attorney General for the State of New Hampshire

Office of the Attorney General
33 Capitol Street
Concord, NH 03301
Fax: 603-271-3658
Email: attorneygeneral@doj.nh.gov

Via US Mail, Fax, and Email

To whom it may concern:

Pursuant to New Hampshire's Right to Privacy Law (N.H. Rev. Stat. §359-C:20(I)(b)) on behalf of AutoNation, Inc., I am notifying you of a recent security incident that one of our third party vendors experienced, and that may have compromised some of our customers' personal information, including information for approximately 8 New Hampshire residents.

TradeMotion, which hosts and operates the <https://parts.autonationfordwhitebearlake.com/> website on our behalf (including all payment functions), believes that criminal hackers were able to unlawfully access certain credit card information as it was being entered into their system during the period from March 5, 2014 to May 2, 2014. We believe the information that was accessed may have included the consumer's name, address, email address and credit card number, but are continuing to investigate which specific consumers were affected and what specific information was accessed. TradeMotion has contacted the FBI regarding this incident.

We understand from TradeMotion that it has removed the software used by the hackers to access this information and is monitoring its systems for any ongoing activity. It is also conducting penetration testing and is monitoring its systems for any additional unauthorized activity. We are working closely with TradeMotion to continue to monitor the situation.

We have notified all affected consumers of this incident, including all New Hampshire residents. Notifications to consumers were mailed on May 20, 2014. I have attached the form of letter we used to notify affected consumers.

Sincerely,



Guillermo Pernas
AutoNation, Inc.
Chief Operations Counsel
954-769-2347
pernasg@autonation.com

[Customer Name and Address]

Breach Notification Letter

At AutoNation Ford White Bear Lake, the privacy and security of our customers is our highest priority. We are writing to inform you of a recent security incident at one of our third party vendors, TradeMotion, involving credit card information.

TradeMotion hosts and operates parts websites for auto dealers nationwide, including the <https://parts.autonationfordwhitebearlake.com> website on our behalf (including all payment functions). TradeMotion notified us on May 6, 2014 that it believes criminal hackers were able to unlawfully access certain credit card information on TradeMotion systems. The information that may have been accessed could have included your name, street address, telephone number, email address and credit card number. TradeMotion has advised us that they have contacted the appropriate authorities. We are no longer processing credit card payments through TradeMotion.

As our customer we are providing you with this notice so that you can take appropriate steps to minimize or eliminate any potential harm. Please monitor your financial accounts closely and contact your financial institution or credit card company if you notice any unusual activity or find any unauthorized transactions. You should also monitor your bank account activity and review your bank statements closely. Please also review the attached information sheet for some important information.

In addition, we have arranged for Experian, a specialist in consumer credit, to provide you with one year of identity theft protection at no cost to you. You can activate Experian's ProtectMyID now in three easy steps:

1. ENSURE that you enroll by: August 31, 2014 (Your code will not work after this date.)
2. CALL 866-252-9553 OR visit the ProtectMyID Alert 3B website: www.protectmyid.com/redeem
3. PROVIDE your Activation Code: [insert code]

If you have questions or need an alternative to enrolling online, please call Experian at 866-252-9553 and provide Engagement #:

Once again, AutoNation Ford White Bear Lake values you as a customer and apologizes for any inconvenience caused by the TradeMotion security breach. To assist you, AutoNation Ford White Bear Lake has employed the consumer credit experts at Experian to address your questions or concerns. Please feel free to contact Experian at the following specially designated telephone number: 866-252-9553.

Sincerely,

AutoNation Ford White Bear Lake

We want you to know a few important things:

You should promptly report any fraudulent activity or suspected identity theft to appropriate law enforcement authorities and/or The Federal Trade Commission (FTC). The FTC can be contacted at www.ftc.gov/idtheft or at 1-877-ID-THEFT (877-438-4338). You can also write to the FTC at the following address: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. An identity theft complaint to the FTC is added to a database that the FTC makes available to law enforcement agencies.

Under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228, or by contacting one of the credit reporting agencies directly. Their information is set forth below. We recommend that you immediately obtain a free copy of your credit report and review it for accuracy and for any unauthorized activity.

We also recommend that you place a fraud alert on your credit report. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below. The agency you contact will inform the other two to include the fraud alert in their records as well.

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740256
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 4500
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

You may visit <http://www.annualcreditreport.com> for more information.

ADDITIONAL DETAILS REGARDING YOUR 12-MONTH PROTECTMYID MEMBERSHIP:

A credit card is not required for enrollment.

Once your ProtectMyID membership is activated, you will receive the following features:

- Free copy of your Experian credit report
- Surveillance Alerts for:
 - Daily Bureau Credit Monitoring: Alerts of key changes & suspicious activity found on your Experian credit report.
- Identity Theft Resolution & ProtectMyID ExtendCARE: Toll-free access to US-based customer care and a dedicated Identify Theft Resolution agent who will walk you through the process of fraud resolution from start to finish for seamless service. They will investigate each incident; help with contacting credit grantors to dispute charges and close accounts including credit, debit and medical insurance cards; assist with freezing credit files; contact government agencies.

It is recognized that identity theft can happen months and even years after a data breach. To offer added protection, you will receive ExtendCARE, which provides you with the same high-level of Fraud Resolution support even after your ProtectMyID membership has expired.

- \$1 Million Identity Theft Insurance*: Immediately covers certain costs including, lost wages, private investigator fees, and unauthorized electronic fund transfers. Identity theft insurance is underwritten by insurance company subsidiaries or affiliates of AIG. The description herein is a summary and intended for informational purposes only and does not include all terms, conditions and exclusions of the policies described. Please refer to the actual policies for terms, conditions, and exclusions of coverage. Coverage may not be available in all jurisdictions.

[Customer Name and Address]

Breach Notification Letter

At AutoNation Toyota of South Austin, the privacy and security of our customers is our highest priority. We are writing to inform you of a recent security incident at one of our third party vendors, TradeMotion, involving credit card information.

TradeMotion hosts and operates parts websites for auto dealers nationwide, including the <http://parts.championtoyotaofaustin.com> and <http://www.discounttoyotaparts.com> websites on our behalf (including all payment functions). TradeMotion notified us on May 6, 2014 that it believes criminal hackers were able to unlawfully access certain credit card information on TradeMotion systems. The information that may have been accessed could have included your name, street address, telephone number, email address and credit card number. TradeMotion has advised us that they have contacted the appropriate authorities. We are no longer processing credit card payments through TradeMotion.

As our customer we are providing you with this notice so that you can take appropriate steps to minimize or eliminate any potential harm. Please monitor your financial accounts closely and contact your financial institution or credit card company if you notice any unusual activity or find any unauthorized transactions. You should also monitor your bank account activity and review your bank statements closely. Please also review the attached information sheet for some important information.

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3. PROVIDE your Activation Code: [insert code]

If you have questions or need an alternative to enrolling online, please call Experian at 866-252-9553 and provide Engagement #:

Once again, AutoNation Toyota of South Austin values you as a customer and apologizes for any inconvenience caused by the TradeMotion security breach. To assist you, AutoNation Toyota of South Austin has employed the consumer credit experts at Experian to address your questions or concerns. Please feel free to contact Experian at the following specially designated telephone number: 866-252-9553.

Sincerely,

AutoNation Toyota of South Austin

We want you to know a few important things:

You should promptly report any fraudulent activity or suspected identity theft to appropriate law enforcement authorities and/or The Federal Trade Commission (FTC). The FTC can be contacted at www.ftc.gov/idtheft or at 1-877-ID-THEFT (877-438-4338). You can also write to the FTC at the following address: Federal Trade Commission, Consumer Response Center, 600 Pennsylvania Avenue, NW, Washington, DC 20580. An identity theft complaint to the FTC is added to a database that the FTC makes available to law enforcement agencies.

Under federal law, you are entitled to one free copy of your credit report every 12 months from each of the three nationwide credit reporting agencies. You may obtain a free copy of your credit report by going to www.AnnualCreditReport.com or by calling (877) 322-8228, or by contacting one of the credit reporting agencies directly. Their information is set forth below. We recommend that you immediately obtain a free copy of your credit report and review it for accuracy and for any unauthorized activity.

We also recommend that you place a fraud alert on your credit report. The alert informs creditors of possible fraudulent activity within your report and requests that the creditor contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies using the contact information below. The agency you contact will inform the other two to include the fraud alert in their records as well.

Equifax
(800) 685-1111
www.equifax.com
P.O. Box 740256
Atlanta, GA 30374

Experian
(888) 397-3742
www.experian.com
P.O. Box 4500
Allen, TX 75013

TransUnion
(800) 916-8800
www.transunion.com
P.O. Box 6790
Fullerton, CA 92834

You may visit <http://www.annualcreditreport.com> for more information.

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