

NEWS RELEASE

FOR IMMEDIATE RELEASE
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FCUL Service Group, Inc. Signs Partnership Agreement with Auto Buying Service

With many finance options available to your members, losing loans to dealerships and other sources is a common problem credit unions face in today's marketplace, negatively affecting the increase of your direct vehicle loan volume. Members who have been approved for an auto loan by their credit union may be convinced to finance through the dealership when they arrive to purchase a vehicle.



The FCUL Service Group, Inc. has partnered with Members AutoLink to provide credit unions with opportunities to generate membership growth and enhance their current electronic services. By utilizing AutoLink's services, credit unions can form favorable arrangements with local dealers that result in the best outcomes for their members. The AutoLink program fosters cooperation between all parties involved.

AutoLink is a web-based Automobile Buying Program designed to introduce credit unions to a new way of capturing direct vehicle loans or improving existing auto buying programs. Once AutoLink's Search Engine has been implemented, credit union members are able to view the inventories of local affiliated automobile dealerships directly from their credit union's website.

The AutoLink program increases credit union recognition at the dealer level and provides competitive vehicle pricing for members. After loan approval, members are presented with a "Member Discount Coupon" that is redeemable at the specified dealership for the chosen vehicle; thus, making the process fast and convenient.

Currently, this product is being offered in mid-Florida. New cities are expected to be added throughout Florida over the next 24 months. For more information on helping members save money on vehicle purchases, contact Amber Tynan, Business Development Manager, at 800.342.1266, x1154, or amber.tynan@fcul.com.

(The FCUL Service Group, Inc. is a wholly owned subsidiary of the Florida Credit Union League. The mission of the FCUL Service Group, Inc. is to develop, market, and provide for-profit products and services to credit unions in and out of Florida. From adding new products to improving existing products, FCUL Service Group, Inc. is committed to developing and providing the most cost-effective and cutting-edge products and support services that benefit credit unions and position them to be competitive in today's fluid market.)

(Members AutoLink is an automotive buying service that allows credit unions to regain control and participate in the car buying processes of their members, allowing the credit union to secure higher loan volumes and additional product sales opportunities, while assuring members that they are receiving a good deal from a trusted source.)

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