

TURN KEY



The Idea Exchange

Fall 2011

Grow Your Auto Loan Portfolio With This Enterprise Program

Credit unions can serve their members, increase loans, and help the CU Foundation.

Auto loans have long been the “bread and butter” of many credit union loan portfolios and loan officers have found that partnering with Enterprise Car Sales is an effective way to build those numbers.

Baltimore & DC Metro Enterprise Car Sales are helping participating credit unions generate used auto loans by offering their members quality, late-model autos, trade-in incentives, and gift cheques. And to sweeten the deal Enterprise has pledged a donation to the Credit Union Foundation on behalf of your credit union during this special limited offer.

During the program, participating credit unions’ members receive a \$100 American Express gift cheque¹ with each sale.

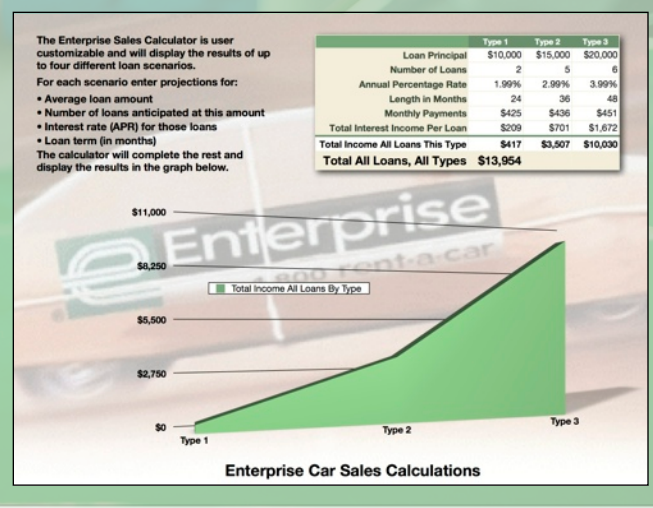
Participating credit unions can take advantage of marketing support materials including lobby flyers, statement stuffers, sample newsletter articles, and graphics to help insure the success of this program.

Couple this special offer with an attractive used auto loan rate to invigorate auto loan portfolios while helping your members. Offer is valid from November 1, 2011 through January 31, 2012 only.



Do your own projections on loan & revenue growth through program participation!

*Go to the Foundation's free Resource Page:
www.cufound.org/resources.htm
and download the projections calculator.*



¹\$100 American Express gift cheque will be issued within 30 business days upon purchase of vehicle. Offer valid only on Enterprise vehicles purchased from 11/1/11-1/31/12 and financed through participating credit unions. Offer void when 7-Day Repurchase Agreement is activated. No cash advances. Cannot be combined with any other offers. Not valid on previous purchases.

Q&A

LEE TURNER ENTERPRISE CAR SALES



car sales
enterprise
Haggle-free buying. Worry-free ownership.™

Why would a credit union participate in the Enterprise Car Sale?

Enterprise Car Sales has partnered with credit unions in the Baltimore/DC region for more than 20 years. We are committed to the credit union movement, and we guarantee 100 percent of the loans 100 percent of the time. Because we realize that loans represent a key source of income for credit unions, Enterprise is an ideal choice to help you develop a marketing strategy that can grow your loan portfolio.

Can you give some examples of how the sale has worked for credit unions?

We will customize a marketing strategy to help your credit union maximize its marketing dollars. Working with the credit union, we identify the most likely vehicle buyers in the market. We then establish targets for increasing the credit union's loan volume within a specified time period. In many cases we exceed the expectations of the credit union.

What tools does Enterprise offer to credit unions to make this sale a success for them?

Enterprise Car Sales offers a number of tools to make our sales successful, including direct mail, statement stuffers, posters, web tiles, links to our inventory, splash pages, and display cars in front of your credit union. In addition, we assign account executives to market your credit union, establish rapport with your employees and update you on the progress of the leads.

Enterprise is a strong supporter of the Credit Union Foundation.

Why have you chosen to direct your charitable support to the Foundation?

As I stated earlier, we are committed to the credit union movement. We recognize the value the Credit Union Foundation brings to credit unions and their members. For the past couple of years Enterprise has donated money toward initiatives including the Foundation's Workforce Development Program, which helps individuals obtain job training and placement, and The Millionaire's Club, a 24-week financial literacy program for high schoolers that instills successful personal financial strategies and helps Club members avoid financial pitfalls. As a result of our partnership, we can see how our contribution is making a difference.

Who should credit unions contact for more information or to participate?

To participate contact Lee Turner, Enterprise Car Sales - Baltimore, at (443) 506-4613 (email lturner1@erac.com)

In the DC Metro area contact Sue Kelley, (301) 674-1523 (email Suzanne.A.Kelley@erac.com) or Shawn Papadimitris (301) 672-3465 (email Shawn.Y.Papadimitris@erac.com) and mention this special.
