

# TURN KEY



Idea Exchange Pull-Out Section

*Fall/Winter 2012*

## Serving Members + Boosting Auto Loans = Support For Financial Literacy Programs & Grants

*Auto Sales Event Aims At Driving Loan Growth, Raising \$6,000 For Financial Education Programs*

The Credit Union Foundation and Enterprise Car Sales are joining forces to provide credit unions with a means to serve their members, boost auto loan portfolios, and support financial literacy programs in Maryland and the District of Columbia.

The three-month event bundles quality used auto selections with extensive complimentary promotional materials to create guaranteed auto loan opportunities for participating credit unions. To increase their support for both credit unions and the Foundation, Enterprise is pledging a \$50 donation toward the Foundation's financial literacy grants and programs for every referred sale during the November through January event.

### Highlights:

- Enterprise is offering a wide selection of late model autos of various makes and models to meet members' needs.
- Participating credit unions receive complimentary promotional materials including statement stuffers, handouts, posters, web graphics, digital signage, e-blasts, display cars, and hosted kickoff meetings to raise member awareness.

- Credit unions receive 100% of the generated auto loans for referred sales.
- Enterprise will donate \$50 per referred sale to help expand the Foundation's direct to credit union grants and expand the Millionaire's Club high school financial literacy program.
- In November and December members benefit from Enterprise's "Price Leader" offerings of specially selected autos at low no-haggle pricing.
- In January, all participating members will receive Kelley Blue Book® trade-in value on their vehicles plus \$500.

"The Foundation is pleased to partner with Enterprise Car Sales and participating credit unions to generate funds for financial literacy initiatives," noted Kyle Swisher, Foundation Executive Director. "We're working with credit unions to fund their individual financial education programs and to reach hundreds of students through new Millionaire's Clubs. This event will help generate loans for credit unions and create proceeds to help the Foundation expand our financial literacy efforts."

*Continued on reverse*

Members who purchase their vehicles during this special event will enjoy *"The Perfect Used Car Package"* offered by Enterprise that delivers a 12-month/12,000 mile limited powertrain warranty<sup>1</sup>, a 7-day repurchase agreement<sup>1</sup>, 12-month roadside assistance<sup>2</sup>, free CARFAX<sup>®</sup> Vehicle History Report<sup>TM</sup>, and more.

"The Foundation has cooperated with Enterprise to help credit unions and their members in the past," said Swisher. "We've held successful events over the years, but this is the first time we've designated the sales donations to a specific area and we're looking forward to broad credit union participation in support of important financial literacy efforts."

*Proceeds Benefit Financial Literacy Efforts Like The Millionaire's Club*

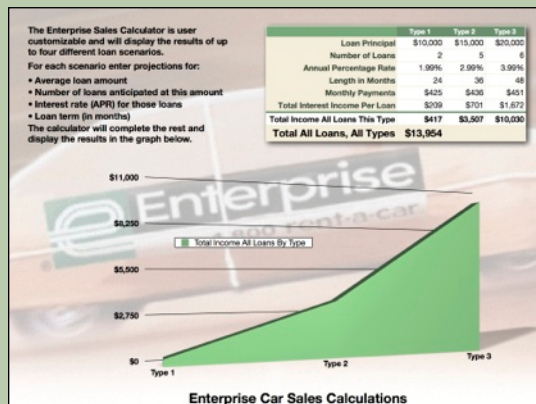


Credit unions are reaping benefits, too. "We've worked with Enterprise and the Foundation on similar programs in the past and have found this to be a productive way to grow our used auto loan portfolio," said GPO FCU's Marcia Dixon, whose \$33 million credit union generated 9 loans from a similar 2011 program. "The promotional materials are impressive, the auto selections are ample, and our members' responses have been positive."

In Baltimore, Destinations CU CEO Brian Vittek has an additional reason to support the event, "Destinations has benefitted from a Foundation grant in support of our community financial literacy efforts so we're very pleased to see this event offered and we plan to participate."

## Do your own projections on loan & revenue growth !

Go to the Foundation's free Resource Page: [www.cufound.org/resources.htm](http://www.cufound.org/resources.htm) and download the projections calculator.



The three-month event runs through November, December, and January. The goal of the program is to generate 120 sales and produce \$6,000 in funding for financial literacy grants and programs while building participating credit unions' loan portfolios.

Credit unions need to enroll before September 31<sup>st</sup>, 2012.

For more information contact the Foundation at (443) 325-0771 or Lee Turner, Enterprise Car Sales - Baltimore, at (443) 506-4613 (email [ltturner1@erac.com](mailto:ltturner1@erac.com)). In the DC Metro area contact Sue Kelley, (301) 674-1523 (email [Suzanne.A.Kelley@erac.com](mailto:Suzanne.A.Kelley@erac.com)).



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VEHICLE CERTIFICATION.



12-MONTH ROADSIDE ASSISTANCE.<sup>2</sup>



FREE CARFAX<sup>®</sup> REPORTS.



7-DAY REPURCHASE AGREEMENT.<sup>1</sup>



And, you'll never have to haggle about prices.

<sup>1</sup>Restrictions apply. For details, see an Enterprise Car Sales Manager. <sup>2</sup>Enterprise 12-Month Unlimited Mileage Roadside Assistance Package is provided by the American Automobile Association (AAA) and its affiliated clubs in the United States and Canada. Offer valid only on Enterprise vehicles purchased from 11/1/12-1/31/13 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. The "e" logo, Enterprise, the Enterprise-Certified logo, and "The Perfect Used Car Package", are trademarks of Enterprise Holdings, Inc. All other trademarks are the property of their respective owners. © 2011 Enterprise Car Sales.