

# ONLINE VEHICLE MARKETPLACE FOR YOUR MEMBERS FROM YOUR CREDIT UNION

## MORE OPPORTUNITIES TO MEET YOUR MEMBERS' FINANCING NEEDS

AutoSMART is the online vehicle marketplace that lets your members control their digital car-buying experience. Driven by the trust of your credit union brand, AutoSMART provides your members peace of mind when they purchase their car. This results in more loan opportunities for you, protecting your credit union's financing. Through our network of over 13,000 participating auto dealers, members can access 2 million vehicles in a single location—your website!

## WHY AUTOSMART?

AutoSMART's user-friendly site delivers a highly-personalized member shopping experience while promoting your credit union financing.



### Retain Lending Mind Share

Stay in front of your members, from pre-approval to shopping, through to funding their next car



### Leverage Brand Trust

Provide your members with the confidence needed through a branded car-buying website



### Personalize the Shopping Experience

Empower your members to find a car on their terms, using an array of online search tools



### Build Member Loyalty

Offer personal assistance through the car-buying process with Dedicated Auto Advisors



### Deepen Dealer Relationships

Develop strong partnerships with local dealers displaying their inventory



### Unlock the Door to Deals

Members can choose from more than 2 million vehicles across 13,000 dealers around the country

**FOR MORE INFORMATION,**  
please contact your local CU Direct Account Representative  
or call (877) 744-2835  
2855 E Guasti Road, Suite 600, Ontario, CA 91761

CUDIRECT.com