



## Advertising your Dealership to Credit Union Member Car Buyers

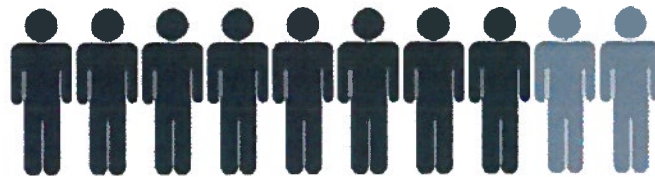


## About the KLA Member Auto Center

- A service developed to provide credit unions with a comprehensive car buying tool for members, without finance competitors.
- Developed to help drive member car buyers to participating Keystone Lending Alliance™ dealerships.



8 out of 10 Members research on the internet before they shop for a car.



We want to help drive those members to our dealer partners.



Quick vehicle search

Car Financing

Preferred Dealers

Car Buying Advice

Vehicle Values

# Search smart start **here:**

All Makes  All Models

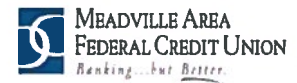
No Maximum Price  15090

or



## The keys to own your new car

1. Get pre-approved for your car loan.
2. Find the vehicle you are looking for here.
3. Complete your car loan at any participating

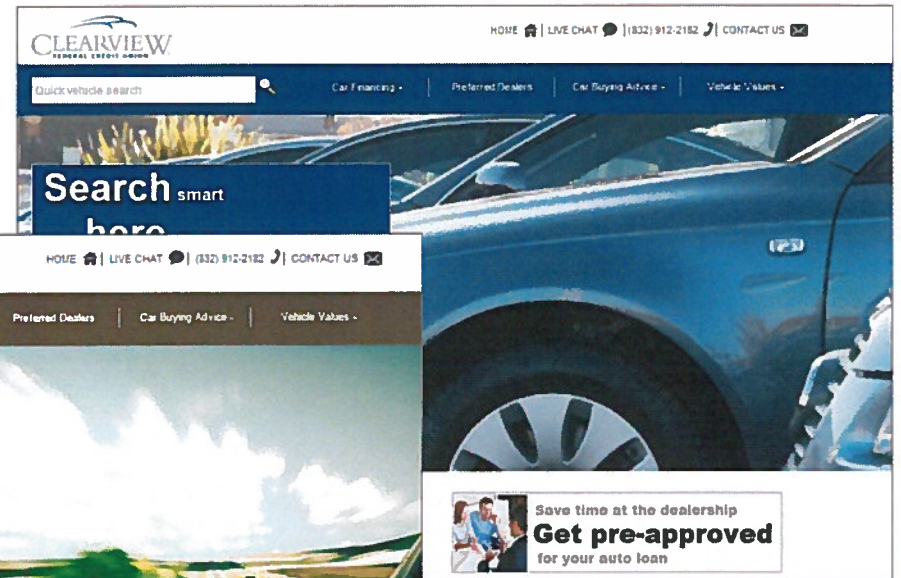


[klacars.memberautocenter.com](http://klacars.memberautocenter.com)

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# Linked from Partner Credit Union Websites



Clearview FEDERAL CREDIT UNION

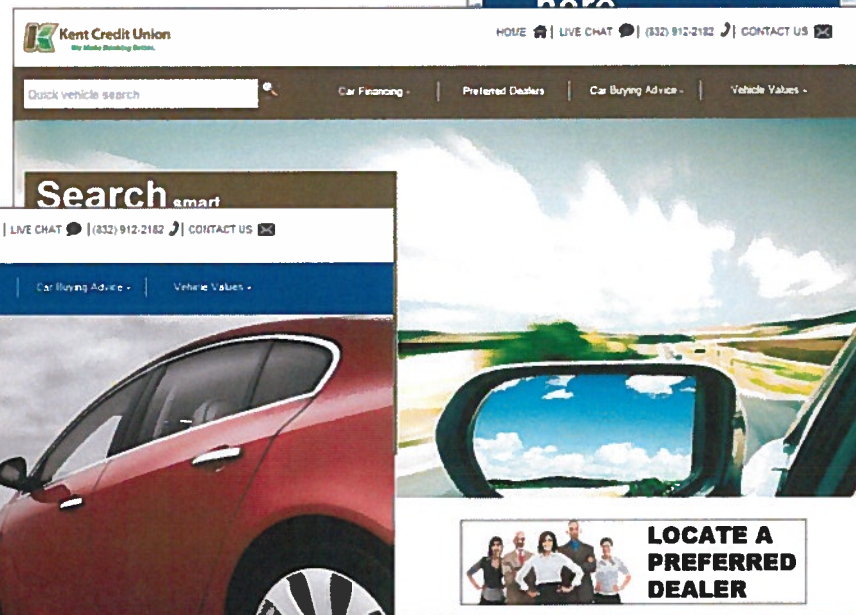
HOME | LIVE CHAT | (832) 912-2182 | CONTACT US

Quick vehicle search

Car Financing - Preferred Dealers - Car Buying Advice - Vehicle Values -

Search smart here

Save time at the dealership  
**Get pre-approved**  
for your auto loan



Kent Credit Union  
My Make Banking Better

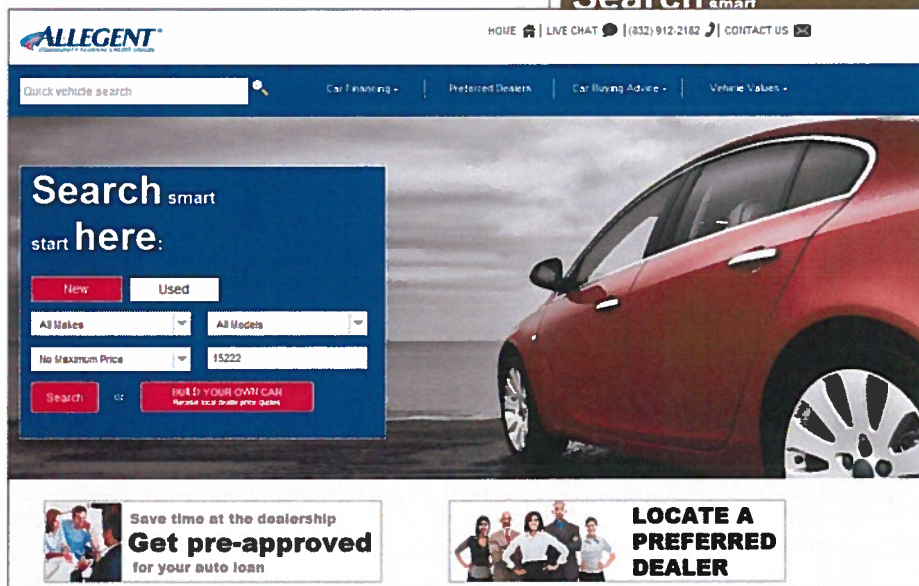
HOME | LIVE CHAT | (832) 912-2182 | CONTACT US

Quick vehicle search

Car Financing - Preferred Dealers - Car Buying Advice - Vehicle Values -

Search smart

LOCATE A PREFERRED DEALER



ALLEGENT  
Member of Fidelity Credit Union

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Quick vehicle search

Car Financing - Preferred Dealers - Car Buying Advice - Vehicle Values -

Search smart start here:

New Used

All Makes All Models

No Maximum Price \$5222

Search

BUILD YOUR OWN CAR  
Hurry! \$5000 price guarantee

Save time at the dealership  
**Get pre-approved**  
for your auto loan

LOCATE A PREFERRED DEALER

# Your Dealership's New and Pre-Owned Inventory

AMOCO FEDERAL CREDIT UNION  
"A Member Owned Cooperative Organization"

HOME | LIVE CHAT | (832) 912-2182 | CONTACT US

Quick Search

Quick vehicle search

Car Financing | Preferred Dealers | Car Buying Advice | Vehicle Values

Advance Search

Advanced Search

Sort By: Distance | Year | Mileage

AMOCO FEDERAL CREDIT UNION

HOME | LIVE CHAT | (832) 912-2182 | CONTACT US

99 Vehicles match your search criteria

2011 Chevrolet Camaro  
2dr Cpe 2SS | vin: 2G11C5...  
18 Miles Away  
Click For Credit Union

2010 Chevrolet Camaro  
2dr Cpe 2LT | vin: 2G11C5...  
18 Miles Away  
Click For Credit Union

2011 Chevrolet Camaro  
2dr Conv 2SS | vin: 2G11C5...  
18 Miles Away  
Click For Credit Union

Back to Search Results

2014 Chevrolet Camaro  
Price: \$27,989

Details

- Trim
- Engine
- Mileage
- VIN
- Stock #
- Exterior
- Interior
- EPA Mileage

Comments

Shop with Confidence on RonCarler.com because every Ron Carler vehicle has been through our Blue Star Certification process! And don't forget about our 5 Day Bring-It-Back Guarantee! If you're not completely satisfied with the vehicle within 5 days of your purchase

### Vehicle Information Request

2014 Chevrolet Camaro

Trim: 1LT  
VIN Number: 2G1FB3D37E9135959  
Price: \$27,989  
Stock #: P6519

\*First Name:

\*Last Name:

Phone:

\*Email:

Special Comment/Request:

Submit

\* Required Information

Information request to dealer, credit union and KLA staff.

Specifics and options for the vehicles you are selling.

# Your Enrolled Dealers & Contact Info

**Search your Dealers by Make and ZIP Code.**

**Search your Dealers by Name.**

**Dealer address and map.**

**Dealer rating and member testimonials.**

**Dealer Representative contact information.**

**Dealer Representative biography.**

# Successfully Marketing the Service

KLA helps to drive members through Member referral marketing channels.



Newsletter Articles



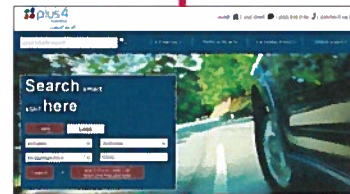
Statement Inserts



Lobby Marketing



Loan Officer Referral



Partner Dealers

## Results of Member Referrals

- Higher quality lead than traditional car websites
- Ability to close the member loan at your dealership
- Ability to earn finance and loan product income
- Overall stronger dealer to credit union relationships





Thank You.



**Bob Brant**

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