

Trusted News for Credit Union Leaders • May 15, 2012

Credit Union Times

California Credit Unions Help Grow Auto Coupon Program

BY MICHELLE A. SAMAAD

May 15, 2012 • Reprints

Western Federal Credit Union is the latest to sign on with cuautocoupon Inc.

The program provides discounts to members when purchasing a new or pre-owned vehicle while supplying the credit union with real-time leads of members in the market to purchase a vehicle, according to the company based in Hauppauge, N.Y.

Through cuautocoupon, the \$1.74 billion Western FCU in Manhattan Beach, Calif., has been able to find out their members' needs before they shop for a vehicle, said Gordon Howe, executive vice president and chief operating officer.

Over the past few weeks, the program has enrolled more than 20 new auto dealerships, mainly in the Southern California area, according to cuautocoupon.

In addition to Western FCU, two other California-based cooperatives recently signed on with the program including the \$575 million Credit Union of Southern California in Brea and the \$209 million Eagle Community Credit Union in Lake Forest.

According to the company, cuautocoupon also provides credit unions with auto loan refinance leads from their members who financed their vehicle purchase with an outside lending institution.

Members can save by redeeming a coupon at any local participating dealership to receive 10% off their next service, parts or accessories purchase.

COMMENTS

Like

Showing 0 comments

Trackback URL

http://disqus.com/forums/cutimes/california_credit_unions_help_grow_auto_coupon_program/trackback/

© 2012 Credit Union Times. A Summit Business Media publication. All Rights Reserved.