

## GrooveCar Announces iPhone/iPad App

7/1/2010

[Return To Article](#)

By [Lindsey Siegriest](#)

Auto service provider GrooveCar has launched an iPhone/iPad app that helps connect members looking to purchase and finance a vehicle with credit unions.

The app features six sections. A home screen allows user to see GrooveCar videos and offers as well as current specials offered by the member's credit union. The pre-owned vehicle and new vehicle sections allow users to scan GrooveCar inventory by make, model, price range and location. The credit union section showcases the services offered by the member's credit union as well as ways to contact the credit union and to apply directly for a loan. The dealer section offers a network of dealers by make and location. The garage section allows the user to save cars they've viewed.

"Providing a mobile tool for our credit union partners and their members was very important for us. We had two goals when developing this app," said David Jacobson, GrooveCar's founder and president. "The first was to create an app that would live up to the reputation of our website and buying service. Secondly was to help credit unions capture more auto loans through both the direct and indirect channels".. "In addition, our call center will provide support to iPhone App users—a very rare offering. And, for those without an iPhone or iPad, they can easily visit our website," he added.

### READERS COMMENTS

Name:

Email (will not be published):

Subject:

Comment:



Type the two words:



Submit Comment

7/1/2010 3:41:11 PM  
Paul Bazemore

 **GrooveCar app**

Its great to see a company helping credit unions to lead the way and stay current.  
GREAT JOB GrooveCar

### Most Viewed Articles

[Warning to CUs, Big Bank Issuers Targeting Your Best Members Again](#)

[Canadian Parody Says Thanks but No Thanks to \\$3 Billion in Bank Fees](#)

[TNB Sells Card Processing to Fifth Third](#)

[NCUA Says Arrowhead's Books Were 'Inaccurate'](#)

[Town North Bank Sold TNB for Capital, Bank Says](#)

PARTNER WITH  
THE INDUSTRY EXPERTS

### Related Articles

[Young People Speak Out on Credit Union Board Involvement](#)

[Effective Workforce Optimization Can Improve Branch Sales and Service](#)

[Capturing Generation Y: Ready, Set, Transform](#)

[Meet the Next Top Credit Union Executives](#)

[Phillips: Forget the Cool Factor and Focus on Millennials' Needs](#)

### Related Categories

[Conference Coverage](#)

[Corporates](#)

[Credit/Debit/ATM](#)

[CUSOs](#)

[Facilities](#)

[Insurance/Investments](#)

[Legislation/Politics](#)

[Lending](#)

[Marketing](#)

[Non-interest Income](#)

[Online/Mobile Banking](#)

[Other Topics](#)

[Regulatory/Compliance](#)

[Technology](#)



FOCUSED  
ON WHAT  
MATTERS.  
SERVING  
YOUR  
MEMBERS.

**CSCU**  
CREDIT SERVICES FOR CREDIT UNIONS