

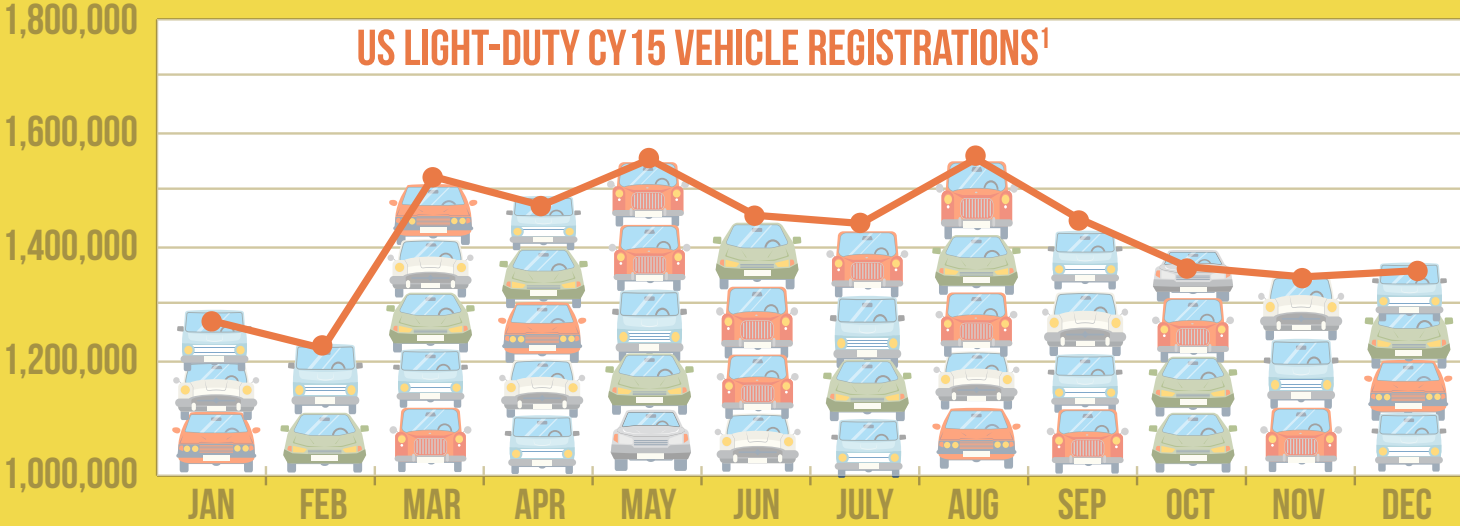
# SUMMER SIZZLE FOR VEHICLE SALES

## WILL CREDIT UNIONS CAPITALIZE?

The summer months mean consumers are hitting dealer lots to score their next set of wheels. Are credit unions positioned to be a part of the financing solution?

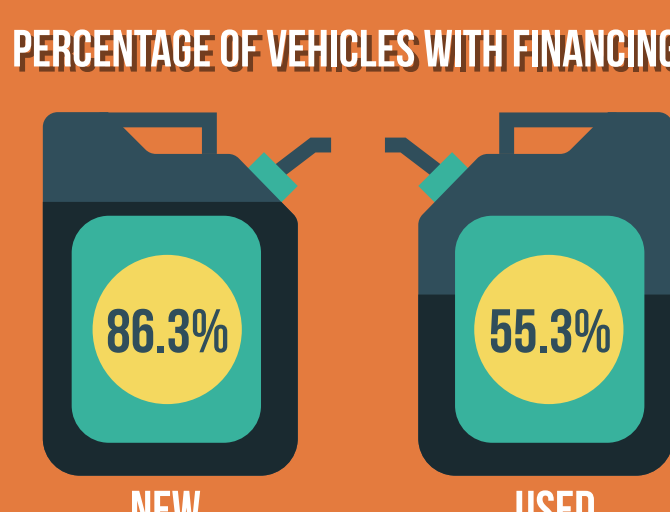
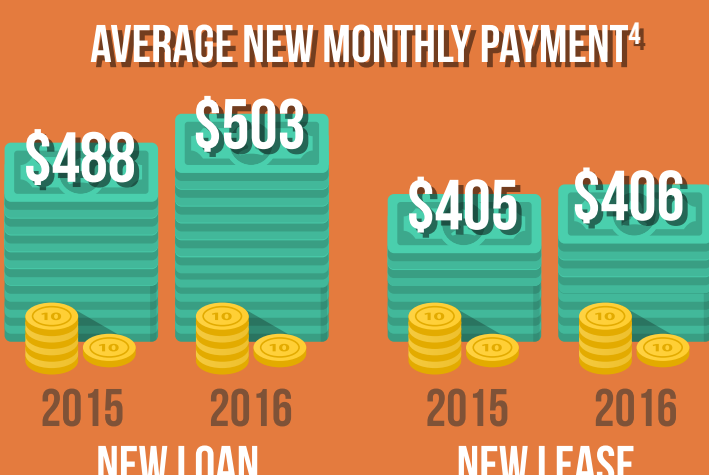


It's true – vehicle sales do see an uptick in the summer months ...



Edmunds says: Car shoppers keep flooding showrooms, a trend that's expected to continue for the rest of the year.<sup>2</sup>

And vehicle prices have climbed, leading more to finance.

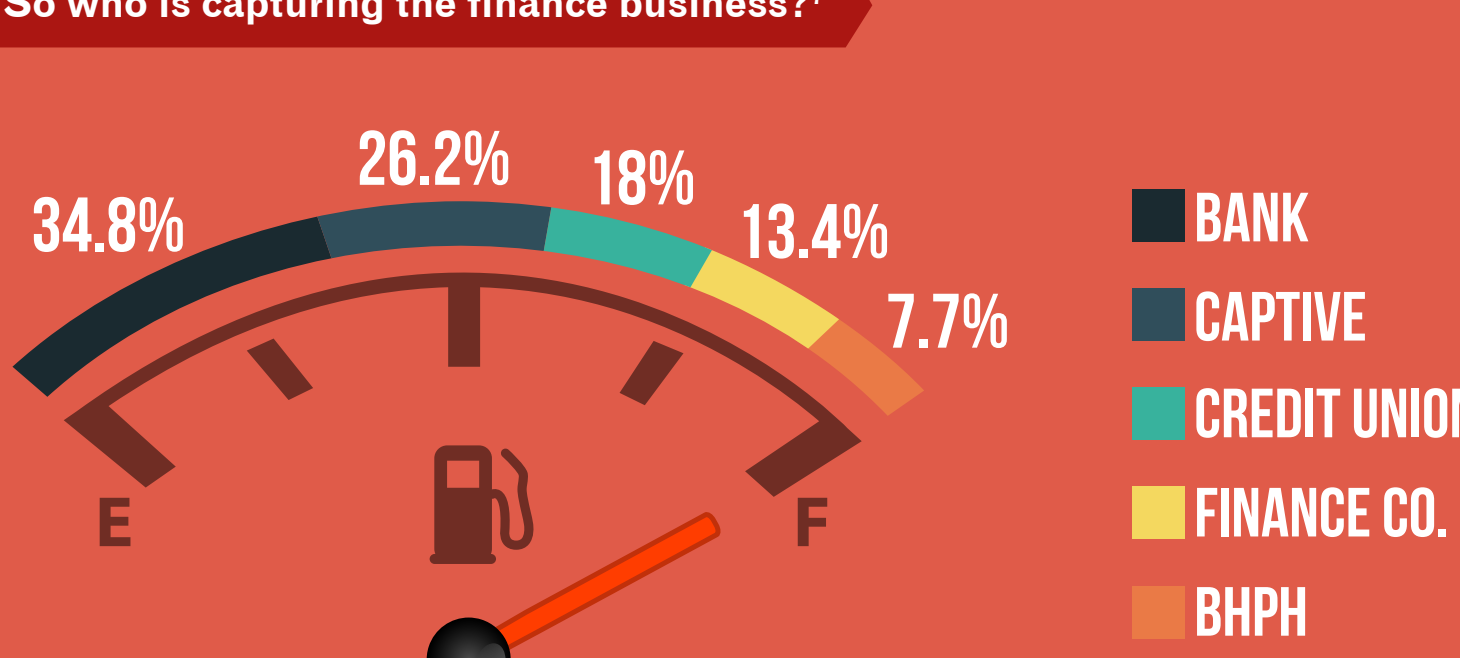


All signs point to a robust used car market.

1.8\* MILLION OFF-LEASE VEHICLES WILL RETURN TO THE MARKET BY THE END OF THE YEAR.<sup>6</sup>

\*Represents the number of off-lease vehicles coming back between April 2016 through December 2016.

So who is capturing the finance business?<sup>7</sup>



Captives often have an edge if incentives are linked with the manufacturer, and especially in the lease space, but credit unions can wedge themselves in if they present attractive rates – before consumers set foot in the dealership, or afterwards with a re-fi.

# HOW TO GROW AUTO SHARE THIS SUMMER...

- Identify consumers likely to be in the market for a new or used vehicle within the next 30 to 120 days using predictive tools and analytics.
- Gain visibility to a consumer's current auto financing and estimated interest rate and present a more attractive rate – perhaps a refi on a dealer-arranged loan.
- If you bring in a new auto customer via the indirect route (dealer financing), grow the member relationship within the first 90 days.

<sup>1</sup> Experian Automotive, 2015  
<sup>2</sup> <http://www.edmunds.com/car-news/strong-april-car-sales-to-preview-hot-summer-selling-season.html>  
<sup>3</sup> Experian Automotive and NADA Used Car Guides – Q4 2015  
<sup>4</sup> Experian Automotive – Q1 2016 compared with Q1 2015  
<sup>5,6,7</sup> Experian Automotive – Q1 2016

