

Credit Union Program Helps Thaw Auto Credit Market

Credit unions have not contributed to the current economic crisis, but we are committed and ready to help move America forward. As the effects of the subprime mortgage crisis have spread throughout the financial system, auto financing has dried up, especially for those with less-than-perfect credit. For decades, our domestic automakers have been the engine of growth for our nation's economy, but the credit crisis has made it difficult for consumers to finance new cars and exacerbated the automakers' problems. Credit unions can help this void by making available billions of dollars of affordable financing. Because credit unions operate responsibly, they have high levels of capital reserves and approximately \$150 billion in liquidity ready to lend to consumers and small businesses.

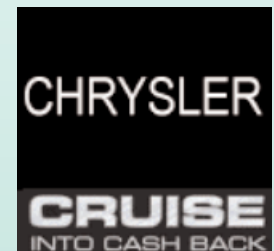
"Invest in America" is an exciting way for credit unions to lend their members a hand during these tough times. Its purpose is to offer special pricing to credit union members for new vehicle purchases in an effort to not only make these cars more affordable for cash-strapped consumers, but to help boost the domestic automakers' sales, which is vital to the nation's economy. Here's how the program works: first, all eligible current and new credit union members can get a discount on a new GM or Chrysler vehicle. Second, when they finance their new vehicles through their credit union, they get extra savings thanks to our low loan rates.

What began as a four-state pilot has now expanded into a nationwide "Invest in America" program, encompassing nearly 8,000 credit unions and making available more than \$80 billion in low-cost auto loans. Ninety-million credit union members will be able to take advantage of the national pilot. More importantly, credit unions have the funding capacity to finance millions of new vehicles in the U.S., something that is badly needed in this economy.

While the individual automakers' offers vary, the process to obtain a discount is similar. All marketing for "Invest in America" will send members to www.lovemycreditunion.org. Once there, credit union members can choose their offer and can then click on a direct link to the preferred automaker. The site will walk members through what they need to do to receive their discount.

This program is also designed to drive new membership and vehicle loan volume for credit unions. Media outreach consistently includes how members will save even more money if they obtain financing through their credit union.

Although credit unions have not been the cause of this economic and financial crisis, our industry continues to step up and invest in our automakers in an effort to help rebuild consumer trust and confidence once again.



\$80 Billion

Credit union liquidity available for auto loans -- enough to finance 4 million new cars and trucks.

25,000

GM and Chrysler cars sold in the first month of the program.

4 Million

Number of visitors to LoveMyCreditUnion.org that have learned about the program.