

# Car Buying Service Launch Kit for Credit Unions

Your members are looking for a way to save time and money on their next vehicle purchase. By introducing the **Car Buying Service powered by TrueCar**, you can provide them those benefits while also generating a higher volume of auto loans.

We've created this launch guide to help your organization position our partnership in the most impactful way. We work with over 200 banks, credit unions, and other financial services providers, and this guide passes along the knowledge we've gained. The following guidelines will make adding the service to your website swift and painless.

## Includes:

- Best Practices
- Messaging Guidelines
- Top Car Buying Months
- Adding Search Widgets
- Banners / Web Tiles
- Buckslips
- Email

# Build Awareness & Increase Traffic

Our highest performing credit union partners have made sure that the Car Buying Service is easy to find on their homepages and throughout their websites. Below are our recommendations to help turn your Car Buying Service into a loan-generating moneymaker.

**1. Top Level Navigation**  
Entry point to Loans, Auto Center, or Services Tab as is applicable

**2. Add Link in "Quick Links"** (if applicable)

**3. Internal Search**  
Include Car Buying Service in internal search for SEO

**4. Home Page Carousel**  
Place banner in first position at site launch and periodically throughout the partnership (Banner examples)

**5. Home Page Promotion**  
Car Buying Service Tile/Banner (Banner examples)

# Integrate with Core Products to Drive More Sales

The Auto Loan product page is a key place to feature the Car Buying Service. To put it simply, if your members are looking here, they're probably looking to purchase a car. If that turns out to be the case, they will benefit from finding the right car at the right price through your new Car Buying Service..

www.yourwebsite.com

ABC Federal Credit Union Login

Search Go

Accounts | **Loans** | Services | Rates | About Us

Auto Loans Product Page Banner Apply Now

**1. Features List**  
Include in list of features, if applicable

- > New Auto Loan
- > Used Auto Loan
- > Refinance Auto Loan
- > **Car Buying Service**
- > View All

**2. Side Navigation**  
Add link here, if applicable

Auto Loan Program Features

Web Tile Cross-Promotion

**4. Cross-Promotional Web Tile/Banner**  
(Banner examples)

Rate Table

Web Tile Cross-Promotion

# A Dedicated Landing Page Educates and Drives Potential Buyers

Where do we send potential car buyers after clicking on all of these links? The landing page! This is where they'll find all of the benefits of using the Car Buying Service as well as the information they need to make an informed decision about the car buying process. It's also a proven fact that our credit union partners with dedicated landing pages have more members shift from thinking about purchasing a car to pulling the trigger and buying it.

**1. Hero Banner** with prominent call to action (Banner examples)

Car Buying Service Banner  
 "Get real pricing on actual cars. Member's have saved \$X,XXX off MSRP...."  
 Get Started

**2. Search Widget**  
 Allow your customer to directly enter the car buying experience by implementing a Search Widget. (see page 10)

Find a NEW Car  
 Vehicle Make: Select Make  
 Zip Code: Enter ZIP Go

Find a USED Car  
 Vehicle Make: Select Make  
 Zip Code: Enter ZIP Go

**3. Value Proposition**  
 Introduce the Car Buying Service, explain benefits and features

"Why use the Car Buying Service?"

- Real pricing on actual cars
- Certified Dealers
- Guaranteed Savings off MSRP
- Free CARFAX Reports on qualifying vehicles
- Over 700k pre-owned vehicles to choose from

**4. Cross-Promotional Web Tile** (Auto Loans)  
 Web Tile Cross-Promotion  
 Web Tile Cross-Promotion

# Integrate Car Buying Service Into Online Banking

Online banking is likely where a bulk of your members' activity occurs as they look to manage their accounts. Placing links here gives them a subtle nudge, reminding them that they can use your Car Buying Service when they're ready to finance their vehicle purchase.

**1. Side Navigation**  
Add contextual link

- Messages & Alerts
- Pay Bills
- Transfer Money
- Add an Account

**2. Rate Tables**  
Place inclusion here

**3. Value Proposition**  
Introduce Car Buying Service in "Featured for You" section, if applicable

**4. Web Tile/Banner**  
Cross-promotional banner (Auto Loan, promotional savings or a rate driven message)  
(Banner examples)

**6. Log Off Screen**  
Place inclusion here (Banner examples)

**Checking Account Page (Logged in)**

Accounts | Loans | Services | Rates | About Us

Account	Available Balance	Related Activities
CHECKINGXXXX90	\$15,001.01	Open Savings Account
SAVINGSXXXX72	\$23,965.23	Open New Account
Total	\$38,966.24	

Featured for You

- Open an Account
- See all products and services

Rate Table | Web Tile / Banner | Web Tile / Banner

Your session has ended.  
To protect your privacy, please close your browser window.

Web Tile | Web Tile | Web Tile

# Support Your Members Needs While Applying

Members filling out or completing your auto loan application may still need to find their vehicle. Providing information after they apply should benefit the member and provide value to the credit union. Members who buy from a TrueCar Certified Dealer have a 38% higher likelihood of funding their auto loan through your Credit Union than financing elsewhere. A simple link at the end of the application is an easy way to increase usage.

www.yourwebsite.com

Loan Application Page (Logged in) My Profile

Accounts | **Loans** | Services | Rates | About Us

**1. During Application**  
Offer Car Buying Service as helpful companion tool

Auto Loan Application

Have you picked out your car yet?

Would you like to receive information about our Car Buying Service?

Submit

Thank you! Your application has been received.

Would you like to visit our Car Buying Service to get real pricing on in-stock cars?  
Program is free to use and there is no obligation to purchase.

Find a Car

**2. After Completing Application**  
Reminder that members have access to the free Car Buying Service

## Partnership Guidelines:

- Always be sure that the partnership program logo and name stand out to make the purpose clear.
- Always refer to the program as the “[Partner Name] Car Buying Service.”
- The TrueCar logo will be used on all programs and collateral. All partnerships should be identified as being “powered by TrueCar.”

## Language Guidelines:

- Car Buying Service is always capitalized and never hyphenated.
- We are not a free Car Buying Service. We give car buyers access to a Car Buying Service for free.
- We are not free for car buyers. We are a benefit to them.
- We do not save money. We allow car buyers to save time and money.
- We never say “free” unless referring to free access, free price reports, free CARFAX reports, or if we’re focusing on being a free member benefit.
- We always refer to pricing information instead of referencing a price.
- We never say “no high pressure sales tactics” or “no hidden fees.”
- We never speak out against our dealers.

## Additional Notes:

- For special language for subvention, Buyer’s Bonus, and other promotions, please reach out to your Partner Development Manager directly.

### ***Use the following disclaimer when the Partner Savings number is listed (\$3,402):***

- Between 7/1/18 and 9/30/18, the average savings off MSRP presented by TrueCar Certified Dealers to users of TrueCar powered websites based on users who received in-stock price offers and who TrueCar identified as purchasing a new vehicle of the same make and model as one of the in-stock price offers from a Certified Dealer as of 10/31/18, was \$3,402. Your actual savings may vary based on multiple factors including the vehicle you select, region, dealer, and applicable vehicle specific manufacturer incentives which are subject to change. The MSRP is determined by the manufacturer, and may not reflect the price at which vehicles are generally sold in the dealer’s trade area as not all vehicles are sold at MSRP. Each dealer sets its own pricing.



## Program Benefits

- **New Cars**  
See what others paid for the new car you want, then get real pricing on in-stock vehicles.
- **Used Cars**  
Find great local deals on quality pre-owned inventory before going to the dealership.
- **Certified Dealers**  
Access a nationwide network of 16,000+ Certified Dealers committed to price transparency and an exceptional car buying experience.

## 2019 Messaging Suggestions

- Save an average of \$3,402 off MSRP\* on new cars.
- See what others paid for the new car you want.
- New car buyers can save on avg. over \$3,000 off MSRP\*.
- Get real pricing on local dealer inventory.
- Search top brands and save.
- Get discounted pricing on new and used cars.†
- Search an extensive used car inventory.
- Browse quality pre-owned vehicles and know the condition of the car before going to the dealership.
- Save hundreds off the list price with used car discounts.†
- Your Certified Dealer will find in-stock vehicles that match what you're looking for.
- Access a nationwide network of over 16,000 TrueCar Certified Dealers.
- Lock in your Guaranteed Savings off MSRP.
- Save time and money at the dealership.
- Feel confident in your car buying experience.
- Certified Dealers are
  - committed to providing you with a great experience.
  - committed to total price transparency.
  - dedicated to great service.

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\* Between 7/1/18 and 9/30/18, the average savings off MSRP presented by TrueCar Certified Dealers to users of TrueCar powered websites based on users who received in-stock price offers and who TrueCar identified as purchasing a new vehicle of the same make and model as one of the in-stock price offers from a Certified Dealer as of 10/31/18, was \$3,402. Your actual savings may vary based on multiple factors including the vehicle you select, region, dealer, and applicable vehicle specific manufacturer incentives which are subject to change. The MSRP is determined by the manufacturer, and may not reflect the price at which vehicles are generally sold in the dealer's trade area as not all vehicles are sold at MSRP. Each dealer sets its own pricing.



# 2019 Suggested Campaign Days

TrueCar loves data! We reviewed the last decade of historical nationwide transaction volume and identified the best times of the year to market auto and auto lending. These top-selling months are the best times for building auto campaigns, promotion, and strategic focus.

1. **March** (March 14-15; 21-22)
2. **May** (May 16-17; 23-24)
3. **July** (July 18-19; 25-26)
4. **August** (August 15-16; 22-23)
5. **December** (December 19-20; 26-27)

# End-of-Month Marketing Windows

The last two weekends of the month are generally strong sales period. Incentives and month end offers increase the consumer's desire to buy during this time. If you are considering an email campaign around auto we recommend sending during the last two weeks of the months with a focus on Thursday/Friday delivery.

Rank	Month	Dates
1	<b>May</b>	<b>16-17; 23-24</b>
2	<b>March</b>	<b>18-19; 21-22</b>
3	<b>August</b>	<b>15-16; 22-23</b>
4	July	18-19; 25-26
5	December	19-20; 26-27
6	June	13-14; 20-21
7	April	18-19; 25-26
8	September	19-20; 26-27
9	October	17-18; 24-25
10	February	14-15; 21-22
11	November	21-22; 28-29
12	January	17-18; 24-25

The banners below are standard pixel dimensions for web tiles and banners. They are available in .psd and .jpg format.

1000x400

**Search your favorite brands and save!**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

**New car buyers save an average of over \$3,000 off MSRP\***

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

\*See site for details.

728x90

PARTNER LOGO POWERED BY TRUECar

**See What Others Paid.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

**Car deals you don't want to miss.**

[Search Vehicles](#)

**Your favorite brands are here.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

**Confident car buying.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

250x250

**Real Pricing on Actual Cars.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

PARTNER LOGO

**Top brands. Big savings.**

[Search Vehicles](#)

POWERED BY TRUECar

**Summer car deals are here.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

**Your favorite brands are here.**

[Search Vehicles](#)

PARTNER LOGO POWERED BY TRUECar

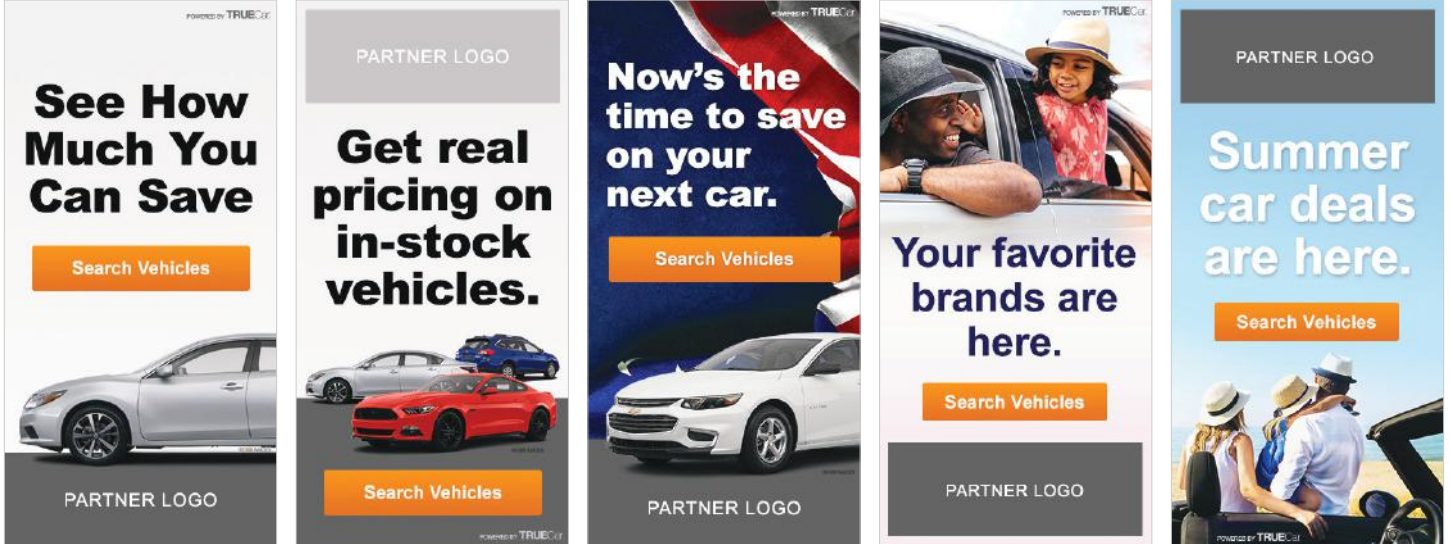
**Confident car buying.**

[Search Vehicles](#)

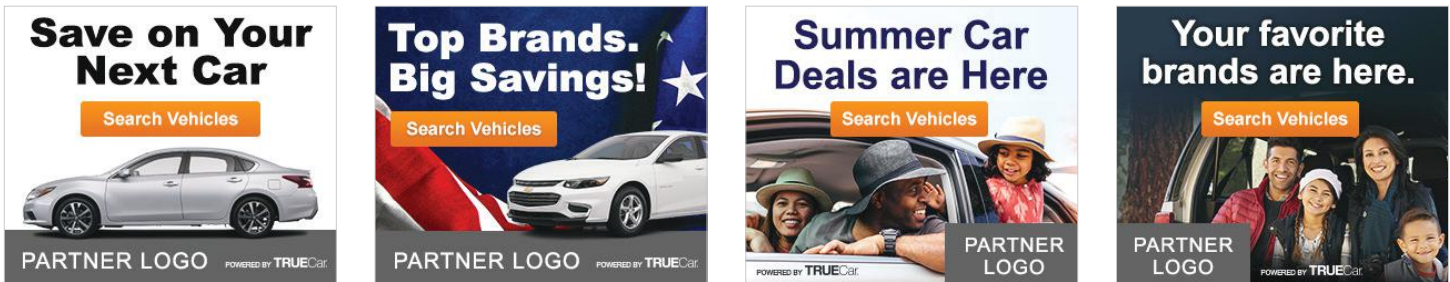
PARTNER LOGO POWERED BY TRUECar

The banners below are standard pixel dimensions for web tiles and banners. They are available in .psd and .jpg format.

## 300x600



## 300x250





Buckslips are typically included with statements or with direct mail marketing campaigns to members. These are also great assets to give out in branches and at events your members attend. We've provided a recognized standard size available in .pdf and .indd format.

9.75" x 4.5"



## Find Your Next Car with the [PARTNER PROGRAM].

**PROGRAM BENEFITS**

- 

See what others paid
- 

Nationwide network of Certified Dealers
- 

Customers can save over \$3,000 off MSRP\*
- 

Browse quality pre-owned vehicles

Visit [www.\[PARTNERPROGRAM\].com](http://www.[PARTNERPROGRAM].com) or call XXX-XXX-XXXX

POWERED BY TRUECar.  
\*See [www.\[PARTNERPROGRAM\].com](http://www.[PARTNERPROGRAM].com) for details

## Save time and money on your next car.

MSRP	\$23,795
Program Discount*	-\$2,106
Manufacturer Incentive	-\$1,000
<b>Your Price</b>	<b>\$20,689</b>

Visit [www.\[PARTNERPROGRAM\].com](http://www.[PARTNERPROGRAM].com) or call XXX-XXX-XXXX

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**Certified Dealer Network**  
Access a nationwide network of 14,000+ Certified Dealers committed to price transparency.
- 

**New Cars**  
See what others paid then get actual pricing on in-stock cars.
- 

**Used Cars**  
Find great local deals on pre-owned inventory.

PROVIDED BY TRUECar.  
\*See [www.\[PARTNERPROGRAM\].com](http://www.[PARTNERPROGRAM].com) for details

Using email is a great way to build awareness of the Car Buying Service and provides a great opportunity to promote your auto loan product. Sending emails periodically about the Car Buying Service ensures that a member knows to visit your website when he or she is in the market for a new (or used) car.

The email files are available in HTML, .psd, and word docs so that you may customize them if desired.

desktop: 600px wide


mobile: 300px wide

LOGO HERE

### Get Real Pricing on In-stock Vehicles.

Search your favorite brands and save with the XXX Car Buying Service, powered by TrueCar.

[Search Vehicles »](#)



### How It Works

- 1 Search**  
See what others paid.
- 2 See Pricing**  
Get discounted pricing from local Certified Dealers.
- 3 Save**  
Take your Certificate to your dealer and purchase your car.

[Learn More »](#)

### Looking for a used car?

Browse an extensive inventory of pre-owned vehicles and get used car discounts\* on qualifying vehicles.

[Search Used Cars »](#)


POWERED BY TRUECar.  
\*Used car discounts not available in all states.

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