

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.

For more information please contact the Partner Support Team at partnersupport@truecar.com.

INCLUDES:

- Best Practices
- Messaging Guidelines
- Adding Site Integrations
- Top Car Buying Months
- Types of Marketing Assets

Build Awareness & Increase Traffic

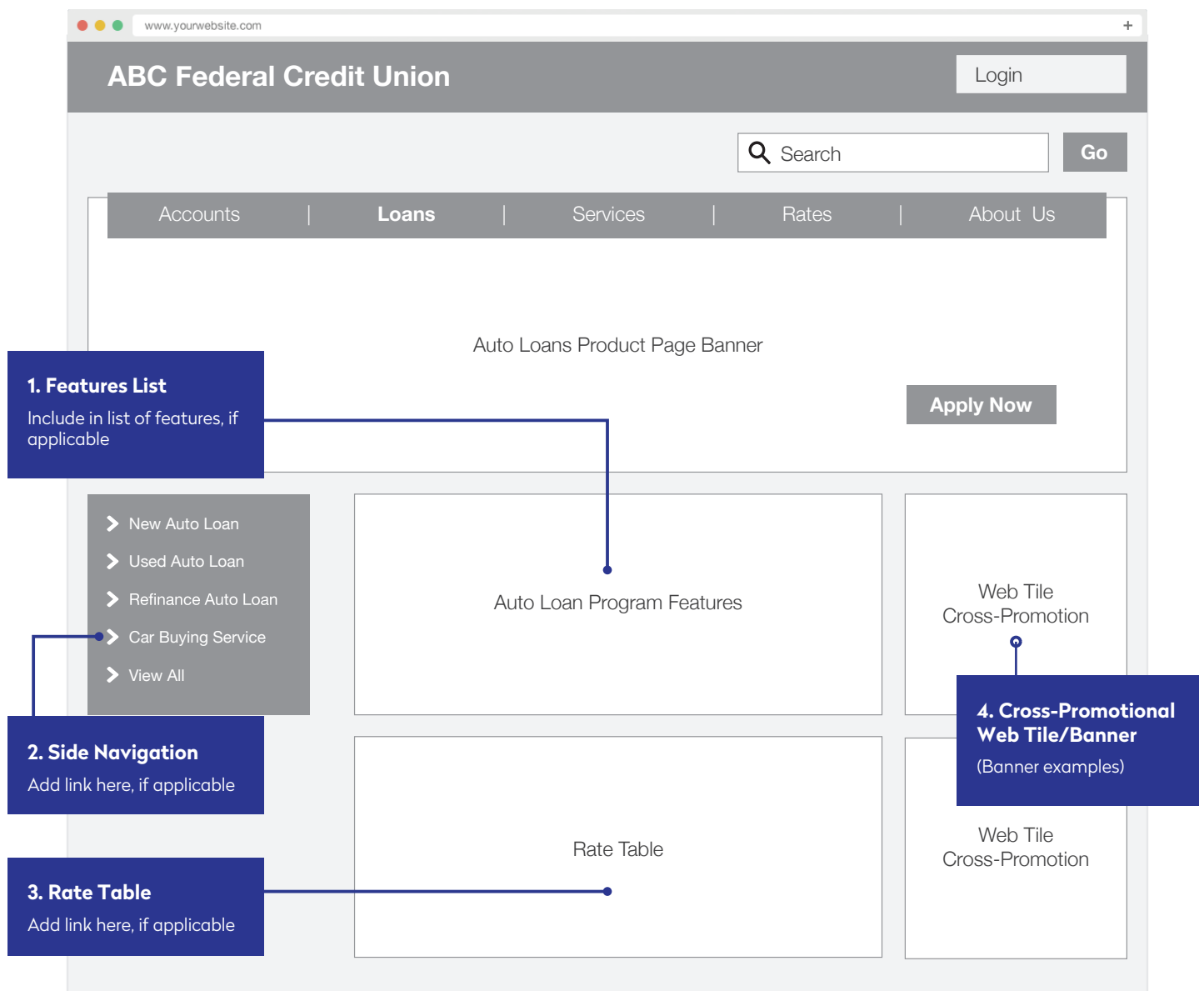
Our highest performing credit union partners have made sure that the Car Buying Service is easy to find on their homepages and throughout their websites. Below are our recommendations to help turn your Car Buying Service into a loan-generating moneymaker.

The image shows a wireframe of a credit union homepage for 'ABC Federal Credit Union'. The layout includes a header with the logo and a 'Login' button, a search bar with a 'Go' button, and a navigation menu with 'Accounts', 'Loans', 'Services', and 'Rates'. Below the navigation is a 'Home Banner Carousel' with left and right arrows. The main content area is divided into a 'Quick Links' sidebar on the left and a grid of 'Web Tile Promotion' boxes. At the bottom, there are two 'Article' boxes. Five blue callout boxes with white text and arrows point to specific elements on the page:

- 1. Top Level Navigation**
Entry point to Loans, Auto Center, or Services Tab as is applicable
- 2. Add Link in "Quick Links" (if applicable)**
Points to the 'Car Buying Service' link in the Quick Links sidebar.
- 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.



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. Our data indicates 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
"Find your next car online and easily finance your next vehicle..."

2. Search Widget
Allow your customer to directly enter the car buying experience by implementing a Search Widget.

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

- 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.

The screenshot shows a web browser window with the URL 'www.yourwebsite.com'. The page title is 'Checking Account Page (Logged in)' and there is a 'My Profile' link in the top right. A navigation bar contains 'Accounts', 'Loans', 'Services', 'Rates', and 'About Us'. The main content area includes a 'Communications Hub' with links for 'Messages & Alerts', 'Pay Bills', 'Transfer Money', and 'Add an Account'. Below this is a table of accounts with columns for 'Account', 'Available Balance', and 'Related Activities'. A 'Featured for You' section contains links for 'Open an Account' and 'See all products and services'. At the bottom, there are three placeholder boxes for 'Rate Table' and two 'Web Tile / Banner' elements.

1. Side Navigation
Add contextual link

2. Rate Tables
Place inclusion here

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

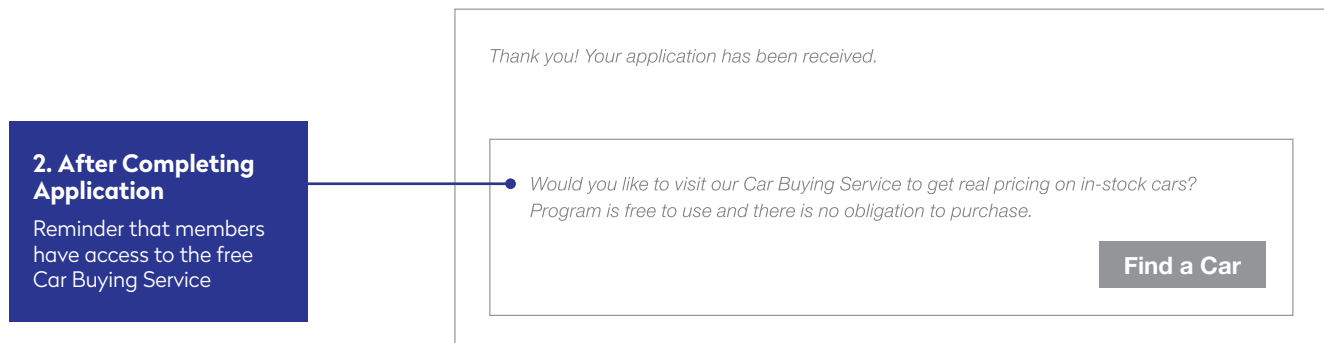
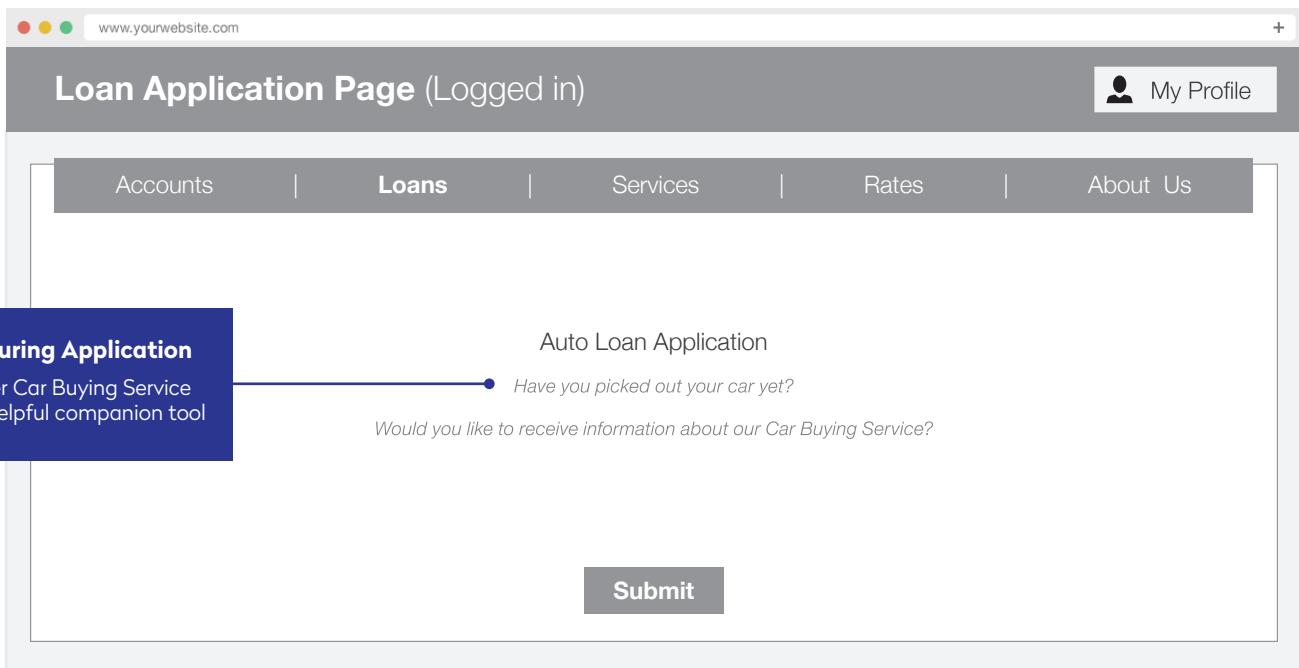
4. Web Tile/Banner
Cross-promotional banner (Auto Loan, promotional savings or a rate driven message)
(Banner examples)

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

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

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.



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 allow car buyers to save time and money. Certified Dealers set vehicle pricing. Neither TrueCar nor [Partner Name] brokers, sells or leases motor vehicles.
- We avoid saying “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 avoid language that may imply brokering such as “no high pressure sales tactics,” “no hidden fees,” “negotiation-free,” or “hassle-free.”
- 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 (\$1,824):**
Between 1/1/21 and 12/31/21, the average savings off MSRP experienced by consumers who connected with a TrueCar Certified Dealer through a TrueCar-powered auto buying program and who were identified as buying a new vehicle from that Certified Dealer was \$1,824. 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 many vehicles are sold below 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 12,000+ Certified Dealers committed to price transparency and an exceptional car buying experience.

2022 Messaging Suggestions:

- See the upfront price you'll pay for the vehicle you want.
- See what others paid for the vehicle you want.
- We provide price ratings for every vehicle so you can recognize a great, fair, and high price.
- Find the right car online.
- Get upfront pricing on local dealer inventory.
- Experience car buying made easy.
- Our platform helps you determine if the vehicle price is competitive by showing you what others actually paid.
- Search an extensive used car inventory.
- Browse quality pre-owned vehicles and know the condition of the car before going to the dealership.
- See upfront price offers on local new and used car inventory.
- Your Certified Dealer will find in-stock vehicles that match what you're looking for.
- Access one of the largest nationwide car inventories to find the right vehicle.
- Save time and money at the dealership.
- Receive instant, competitive price offers from TrueCar Certified Dealers.
- 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.

2023 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. **May (18-19; 25-26)**
2. **March (16-17; 23-24)**
3. **August (17-18; 30-31)**
4. **July (June 29-30; July 27-28)**
5. **December (7-8; 28-29)**

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	May	18-19; 25-26
2	March	23-24; 30-31
3	August	17-18; 24-25
4	July	20-21; 27-28
5	December	21-22; 28-29
6	June	22-23; 29-30
7	April	20-21; 27-28
8	September	21-22; 28-29
9	October	19-20; 26-27
10	February	16-17; 23-24
11	November	16-17; 24, 30
12	January	19-20; 26-27

All of the following Marketing Assets are available for download and use on the Partner Resource Hub.

Site Placements

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

Buckslips/In-Branch Materials

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.

Email

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.