



CU Direct Connect partners with the Denver Newspaper Agency and Cars.com

Denver, CO, January 31, 2005 – CU Direct Connect, an organization focused on providing value added services to credit union members, has formed a new alliance with the Denver Newspaper Agency and Cars.com to provide credit union members with an improved online vehicle information tool. This website, known as the Auto Resource Center, gives credit union members all the information they need to make an informed decision for their next vehicle purchase. The new co-branded website began on January 1, 2005.

“The Denver Newspaper Agency and Cars.com are excited about working with CU Direct Connect. This partnership provides a unique opportunity for dealers to position their dealership and inventory in front of credit union members”, says Fran Wills, Vice President of Interactive and Market Development for the Denver Newspaper Agency. “Cars.com dealers will benefit from being able to work more closely with CU Direct Connect’s participating credit unions and the approximately one million members they represent.”

The Auto Resource Center benefits the members by providing numerous ways to help them prepare to buy a vehicle. They can search new and used vehicle inventories, locate dealers, research vehicle values, read the latest news and receive consumer advice, understand their insurance options, get qualified for a loan amount and pursue financing through the credit union. In addition, the Auto Resource Center is a great tool for dealers to create awareness and expose their inventory online to credit union members.

According to J.D. Power and Associates, 80 percent of auto shoppers use the internet. Forrester Research lends further support to this trend, citing that 5 percent of all internet searches are related to research for a car purchase. By linking their websites to the Auto Resource Center, credit unions can now provide their members with the necessary vehicle research and information, so their members can feel confident and well-informed before they enter the dealership.

“Credit union members are relying on the web to make educated car-buying decisions. We want to provide our credit unions with the tools their members need to make a smart choice and since the Denver Newspaper Agency and Cars.com had one of the most comprehensive and state-of-the-art auto websites in Colorado, it was a natural fit for us,” says Steve Anderson, President/CEO of CU Direct Connect.