

Highlights of Sound Credit Union's Partnership with Auto Financial Group

as described by Tammie Atoigue,
VP of Consumer Lending at Sound CU



CREDIT UNION PROFILE

Assets

1.5 Billion

Branches

24

Field of Membership

Anyone who lives or works
in Washington State

Credit Union Culture

A conservative credit union,
very involved in the community



EXPERIENCE WITH THE PROGRAM

Years on the program

3-4 years on indirect side,
recently launched on direct side

Delinquencies or charge-offs to date

Zero

Leading reason people choose the program

Some CU staff and dealership staff
have vehicles enrolled in the program,
giving the program credibility

Why dealers like the program

It enables them to make more money
with their back-end products

Benefit for the credit union

It has helped strengthen relationships
with dealers

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CUSTOMER SERVICE

- “Best service we have ever received from a third-party vendor.”
- The training we have received has helped us become experts on the program quickly.
- Everyone at AFG responds to emails right away and answers questions in detail.



TIPS FOR A SUCCESSFUL LAUNCH

- When the program was first launched, it was new to the area, so we held many Lunch and Learn sessions with dealers to educate them on the program and its benefits
- We continue to market the program to dealers through a strong indirect team
- We market the program to members directly through our website and we refer members interested in the program to dealerships



SOUND CREDIT UNION MEMBER TESTIMONIAL

“My husband wants to get a new car every 2-3 years. While I love getting new cars, too, this was always costing us too much money for down payments each time and for the negative equity being at its height when trading each of those cars in for a new one. With the Auto Advantage program, we can say goodbye to the negative equity cycle and get a new car every 2 or 3 years. No stress, no headaches, and smaller loan terms with affordable payments. Who wouldn't want to do that?!”

Highlights of Deere Employees Credit Union's Partnership with Auto Financial Group



as described by Ben Nickel, Senior AVP, Branch Operations
and Chad Behnke, AVP, Credit Underwriting at Deere Employees CU



CREDIT UNION PROFILE

Assets

Will surpass \$1B by
November 2018

Branches

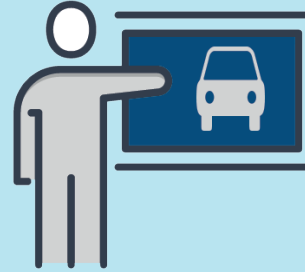
One stand-alone brick and
mortar branch, several offices
inside John Deere facilities
across the country

Field of Membership

John Deere employees
~ 40,000 members

Credit Union Culture

Sales-focused and proactive:
Deere Employees looks deeper
into members' overall financial
situation and needs



EXPERIENCE WITH THE PROGRAM

Years on the program

Since February of 2017,
offered on the direct side only

Internal Rollout

Staff feel comfortable working with
the program because it is easy to
quote the member a payment

Leading reason members choose the program

Members like to finance big trucks and
luxury SUVs and the program allows
them to do so with a lower payment
than with a conventional loan

Benefit for the credit union

- Ability to offer a low payment option for members that combats higher vehicle prices and interest rates
- Put members into the vehicles they want with lower monthly payments

Highlights of Deere Employees Credit Union's Partnership with Auto Financial Group



as described by Ben Nickel, Senior AVP, Branch Operations and Chad Behnke, AVP, Credit Underwriting at Deere Employees CU



CUSTOMER SERVICE

- In the initial stages of exploring the program, AFG provided answers to all questions promptly and thoroughly
- Our account manager has been very hands-on, providing initial onsite training and has been available to answer questions directly from our staff as they arise as well



TIPS FOR A SUCCESSFUL LAUNCH

- AFG has made the process very simple and user friendly, so we haven't really encountered any obstacles while rolling out the program.
- The program launch was simple: we can use all of our own documents and just need to generate the addendum. Simply coordinate early with IT to accommodate balloon loans in your core system.
- Take advantage of all the training AFG offers!



DEERE EMPLOYEES CREDIT UNION MEMBER TESTIMONIAL

"I like the option of a lower monthly payment; for some vehicle models the payment was over \$100 per month lower. Flexible options at the end of the term to trade the vehicle, refinance or even walk away are also great features of the program. The vehicle has a guaranteed future value, so you know what the vehicle will be worth and that you won't be faced with being upside down at the end of the loan term, which is also very appealing."