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**MANHEIM AUTOMOTIVE FINANCIAL SERVICES AND CUDL TEAM UP TO  
OFFER “MAFS ADVANTAGE”**

ATLANTA – Manheim Automotive Financial Services (MAFS) and CUDL (CU Direct Corporation) recently announced that they will team up to offer MAFS Advantage, a program that will enhance the business relationship between credit unions and independent auto dealers. The announcement of the new partnership between Manheim and CUDL was made Friday, June 22, at the ninth annual CUDL Auto Lending Symposium in Las Vegas, Nev.

Through the MAFS Advantage program, credit unions will have the opportunity to grow their market share in the auto finance arena, by making it more advantageous to partner with independent dealers. As a result of the program, credit unions will benefit from the protection and security features which guarantee vehicle title, ensure vehicle trade-ins are paid off, and that all vehicle registration paperwork is successfully handled through each state’s motor vehicle department.

“Manheim has a strong relationship with independent dealers and is positioned to provide credit unions a new market for growing their loan portfolios,” said Kathy Decker, vice president and general manager of MAFS. “This program is designed to help independent dealers compete in today’s challenging business environment by facilitating relationships with credit unions while providing credit unions with assurances that offer peace of mind.”

The program also offers support to the credit union in the way of real-time dealer intelligence, which allows credit unions real-time access to dealers’ financial performance at vehicle auctions. Additionally, it was announced that through the new partnership, credit unions’ lending programs will be marketed by MAFS through MAFS Advantage. CUDL expects to launch the new product offering to its credit unions in the third quarter of this year.

“By offering the MAFS program to our credit union partners, we are providing the additional security and confidence they need to successfully expand their auto loan

market share through the independent dealer channel,” said Evan Etheridge, national sales director for CUDL. “Our growing relationship with Manheim has allowed us the opportunity to offer our credit unions a variety of programs to help them build their auto lending portfolios.”

MAFS offers a range of financial services, such as inventory financing for independent car dealers, wholesalers and rental dealers, as well as insurance services and a receivables funding program.

Through its partnership with CUDL, Manheim is the preferred provider for managing the back end of participating credit unions’ portfolios. CUDL also provides its clients access to Manheim’s educational and training tools about the remarketing industry and offers the leverage to consolidate vehicles at auction so sellers get more attractive run times. Credit union sellers can take advantage of dedicated credit union lanes at Manheim auctions nationwide and a host of other services, including centralized nationwide repossession and remarketing management from Remarketing Solutions.

### **About Manheim**

Manheim is the world’s leading provider of vehicle remarketing services. Through its wholesale operating locations and array of technology products, Manheim impacts every stage of a used vehicle’s life cycle, helping commercial sellers and automobile dealers realize the full value of their vehicles.

The company’s operating location services include reconditioning, certification, inspections, dealer financing, transport, title management and marshaling, among others. Manheim is also the leader in vehicle remarketing technology, using its online tools to connect buyers and sellers around the globe to the world’s largest, most comprehensive wholesale marketplace. In 2006, Manheim handled nearly 10 million used vehicles – and sold more than 5 million – representing more than \$58 billion in value.

Manheim’s subsidiary companies provide value-added remarketing products and services, including paintless dent removal (Dent Wizard), Auto Body Repair, and salvage vehicle remarketing (Total Resource Auctions).

### **About CUDL**

Based in Rancho Cucamonga, Calif., CUDL<sup>®</sup> (CU Direct Corporation) is the leader in indirect lending services for the credit union industry. As a result of its recent merger with Indirect Services Inc., CUDL administers both the Credit Union Direct Lending (CUDL) and DecisionApp programs, which allow members to receive credit union financing at the auto dealership through an automated decisioning system.

As a credit union-owned service organization, CUDL develops custom

applications, training and marketing programs to help credit unions achieve their indirect lending goals. Participants include more than 8,400 dealerships and 580 credit unions in over 45 states nationwide. For more information on CUDL, visit [www.cudl.com](http://www.cudl.com). Credit union members can find all the latest CUDL AutoSMART auto buying and research tools at: [www.cudlautosmart.com](http://www.cudlautosmart.com).

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