

Featured Press Release on Automotive Digest – March 2015

Auto Loan Platform Produces Personalized Sets of Preapproved Dealer Offers

Who did this?

CUNeXus' revolutionary Comprehensive Pre-Screened Lending Express (cplexpress) system. Cplexpress delivers pre-approved, "click-to-accept," personalized loans to consumers at the point of sale.

How it works:

The platform synthesizes the account holders' data that banks and credit unions already have to automatically produce personalized sets of pre-approved offers that are unique to each lender's risk tolerance and portfolio.

Uses Geo Fencing:

This allows lenders to deliver pre-approved loan offers to customers where and when they need them—for example, at the auto showroom— using geo-fencing technology deployed at nearly every used and new car dealership across the United States.

System enables in-store consumer decision making:

Edmunds recently recognized CUNeXus as a powerful tool in the automotive sales industry that enables quick in-store consumer decision-making, giving consumers the kind of simple, mobile, on-demand solution they have come to expect.

What you need to know about CUNeXus

Founded in 2007, CUNeXus is focused on data-driven consumer lending solutions that help financial institutions maximize the potential of valuable customer relationships. Their pioneering technologies are at the forefront of the transition to a new era of responsible on-demand lending and borrowing, empowering consumers with perpetual insight into their personal buying power and immediate access to pre-approved loans at every touch point.

The company's revolutionary cplXpress product suite was implemented at a handful of financial institutions in 2014, and was responsible for generating over \$100 million in consumer loans in its first 9 months of service. Visit the CUNeXus website for more information: <http://cunexusonline.com/>

