

GrooveCar Announces Winners of October Promotion

Auto event winners take home prizes. Promotion delivers exposure for credit union auto buying resource to members.

Hauppauge, New York ([PRWEB](#)) November 30, 2015 -- GrooveCar, the national online automotive buying resource for credit unions, announced the winners of its October Auto Event promotion. During the month of October Credit Unions on GrooveCar's indirect auto lending program, participated in a prize promotion to highlight their auto buying resource to members. The promotion was also designed to drive sales leads to participating dealers within the GrooveCar platform.

“The promotions department at GrooveCar creates innovative ways to engage credit union members, a great way to increase exposure of the service and drive leads,” explained Frank Rinaudo, Sr. Vice President of GrooveCar. GrooveCar, on Long Island alone, reaches over a million credit union members through its credit union auto buying resource.

“The GrooveCar program bridges the lending gap between the dealership and credit unions, highlighting the value of utilizing auto financing options from credit unions,” comments Robert O’Hara, Vice President of Strategic Alliances for GrooveCar. Service representatives from GrooveCar prepare for the promotion well in advance assisting the hundreds of Long Island automotive dealers how to best take advantage of the promotion.

“One of the goals of the program is to educate the member at every step in the car buying process, keeping the credit union’s auto loan rates and resources prominent in the members’ minds,” explained O’Hara. Car buyers spend one to four months online researching a vehicle before visiting a dealership and they prefer to complete their paperwork online to save time. The GrooveCar resource provides all the tools to accomplish this.

On the dealer side, in the indirect program, promotions are a big part of alerting the credit union member to take advantage of the GrooveCar Auto Partners. There are special rates, coupon offers, service and repair packages, specifically available to the credit union member. For 2016, more offers and incentives have been planned to benefit both the member and the dealership.

For 10 days during October, credit union members entered information to win several prizes while at the same time receiving a \$300 off coupon for use on the purchase of a new or pre-owned vehicle. The winning entries came from NEFCU, Teachers Federal Credit Union and North Shore LIJ Health System FCU. Prizes included an Apple Watch Sport, Smart TV and a gas gift card. Tickets to Collector Car Showcase, Oyster Bay, N.Y. were awarded as well. A long-time member of NEFCU won the Apple Watch Sport, confessing she had never won anything before and was absolutely thrilled. She also mentioned she loves the GrooveCar VIP program which provides a personal vehicle shopper and negotiation service representative for credit union members.

About GrooveCar:

Founded in 1999, GrooveCar provides automotive loan growth solutions to credit unions nationwide while providing their members, as well as the general public, with the most informative and user friendly auto search engine. With its expansive dealership network surpassing five million vehicles, GrooveCar facilitates the entire car buying process, including shopping, researching, buying, leasing, and financing. Through the national auto leasing program CU Xpress Lease, credit unions can take advantage of leasing opportunities in the new vehicle market. CU Xpress is the leading credit union lease program in the nation. Additional information on



GrooveCar or CU Xpress Lease may be found at <http://www.groovecarinc.com>.

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