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Press Release

For Immediate Release

MEMBER AUTO CENTER™ ROLLS OUT NEW CREDIT UNION BRANDED WEBSITE

Houston, TX | June, 2014. Member Auto Center, LLC (MAC) announced the launch of their new Credit Union member car buying website. Credit Unions can now choose from a variety of online tools and features to offer to their members on their very own branded auto buying website.

Nearly 8 out of 10 car buyers go online to research before shopping for their next vehicle. The new website provides members with a more robust set of tools to do their shopping, in a finance competition-free environment, up to and including viewing partner dealer new and pre-owned car inventory.

"We are very excited with the new website and know members will find it easy to use and valuable in their car shopping efforts. We are positive the new website features will positively impact Credit Union auto loan retention. The feedback for the redeveloped website has been very positive."

John Riley – Executive Vice President

Member Auto Center (MAC) is a division of CU Alliance, LLC, a Credit Union Service Organization (CUSO) formed in 1998 and based in Houston, Texas. MAC was originally developed as a car buying assistance program to help Houston Credit Unions provide members with a service that would help them through the process of buying a car. Today, MAC uses the power of credit union collaboration to bring the most comprehensive online tools and best practices for Credit Unions. The MAC goal is to help members buy cars and Credit Unions save member auto loans. For more information visit START.memberautocenter.com.