



Contact: John Riley  
9601 Jones Rd. Ste. 108  
Houston, TX 77065  
866-970-2822 ext. 202  
Jriley@CUAcuso.com

# Press Release

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For Immediate Release

## **MEMBER PRICE QUOTE REQUESTS HAVE TRIPPLED SINCE THE LAUNCH OF THEIR NEW CREDIT UNION MEMBER CAR BUYING WEBSITE**

**Houston, TX | September, 2014.** The impact of the new Credit Union auto buying website was felt immediately it was implemented in May of 2014. Leads increased by **221%** the first full month and by **359%** during the second month.

*"We are very excited with all the positive changes our new easy to navigate, and friendly interface Credit Union auto buying website has brought, but we cannot take all the credit. The marketing initiatives of our Credit Union Partners have had a great part to play in this success."* 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, TX. 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](http://START.memberautocenter.com).