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For more information contact:

CU\*SOUTH

Tel: (616) 977-8100

Fax: (616-977-8120)

[www.cusouth.com](http://www.cusouth.com)



## **CU\*SOUTH Partners with Auto Link for One-Stop Car Shopping and Financing through Credit Unions**

### **FAIRHOPE, AL**

CU\*SOUTH is partnering with Auto Link to offer a new tool to help credit unions boost their retail presence as members shop for cars and protect the financing opportunity.

Research shows that credit union members spend an average of fourteen hours online searching for a new car. As they shop, members are flooded with quick decision offers from dealers and fintech startups, causing credit unions to lose direct auto loan business. The new partnership between CU\*SOUTH, a Credit Union Service Organization; and Auto Link, an auto vertical technology and marketing company, will help credit unions compete successfully in the new auto buying and financing marketplace.

“Auto Link offers a best in class solution for credit unions of all sizes looking to have a more successful and profitable auto lending program,” says CU\*SOUTH CEO Leo Vaulin. “Credit unions can offer their members a safe space to do everything from researching a specific car to buying and financing their next vehicle from the safety of their credit union website and out of sight of the internet advertising world.”

CU\*SOUTH will market the Auto Link solution through its comprehensive CU Managed Services division, leveraging both companies’ technology, data, artificial intelligence and marketing capabilities to provide unparalleled member experiences in purchasing and financing vehicles.

“We are excited to enter into this relationship with CU\*SOUTH and help more credit unions succeed in the auto lending space,” said Ed Bourgeois, CEO of Auto Link. “Our goal is to keep credit unions relevant today and in the future in the auto vertical as technologies change, protecting members from the internet world of easy, but expensive, financing and auto protection product sales. It’s a win-win solution for credit unions and members.”

Auto Link provides a complete auto lending solution from web interface, marketing library, social media portal, training tools and analytics to a built-in loyalty feature. Each member that finances a vehicle at an Auto Link credit union, automatically receives a myEZ Car Care membership filled with discounts at over 10,000 locations nationwide and an Electronic Glove Box® desktop and mobile app.

**About CU\*SOUTH, Inc.**

CU\*SOUTH is a credit union-owned cooperative with the mission of growing successful credit unions. Headquartered on the Eastern Shore of Mobile Bay, CU\*SOUTH serves the industry-leading CU\*BASE® processing system to credit unions of all sizes. CU\*BASE is a fully-integrated platform, combining home banking, mobile and text banking, online membership and loan applications with auto-decisioning, collections, back office, automated 5300 Call Reporting, and a complete suite of marketing and management reports and dashboards such as “Where Your Members Borrow”.

CU\*SOUTH provides CUSO@Work™ managed services to drive best practices for CU’s to get the most of out of their software investment. Managed services allow credit unions to outsource tasks at a fraction of the cost of a full-time specialist – accounting, collections, compliance, lending, marketing, call center, media services, and web design.

As a partner of the cuasterisk.com network – serving over 600 credit unions nationwide - CU\*SOUTH provides the most comprehensive offering of information technology tools and services through a collaborative, shared ownership model - with the same great value that credit unions offer their members.

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