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Invest in America Now Offers Credit Unions Instant Access to Lead Data from the Credit Union Member Discount from GM

LIVONIA, MI, August 23, 2013 – To help credit unions grow auto loans, **CU Solutions Group’s Invest in America** loyalty program is now offering real-time discount request data from the **Credit Union Member Discount from GM**. Premium credit unions participating in the Invest in America program will now receive instant notification when their member visits www.mygmdiscount.com and requests an authorization to use the GM Credit Union Discount for the purchase of a new Chevrolet, GMC or Buick.

The **GM Credit Union Member Discount** allows qualifying credit union members to request “**Preferred Pricing**,” which is a special discounted price. Because more than 90% of requests convert to a purchase, the data provides a solid lead for auto lending. “In today’s fast-paced world, this real-time reporting of GM authorizations gives credit unions exactly what they need – the ability to reach out quickly to their members and help them secure credit union auto financing,” said **CU Solutions Group CEO David Adams**. “We are constantly working with our valued Invest in America partners like General Motors to further strengthen the program, and this enhancement is proof of that effort,” Adams said.

The **GM Credit Union Member Discount** is a credit union member benefit offered exclusively through Invest in America. Launched in 2009, more than 425,000 credit union members have used their GM Credit Union Member Discount to purchase a new GM car or truck. One of the largest membership enhancement programs, Invest in America currently has more than 2,500 credit unions participating in the Credit Union Member Discount from GM.

Real-time authorization code access is among the many benefits offered to credit unions enrolled in Invest in America’s GM Premium Program. This level of commitment is for credit unions looking to drive more auto lending opportunities through enhanced marketing. In addition to the real-time authorization codes, credit unions enrolled at the Premium Program receive custom marketing materials.

To learn more about the Credit Union Member Discount from GM and the Invest in America program from CU Solutions Group, visit LoveMyCreditUnion.org or contact Drew Cook at Drew.Cook@cusolutionsgroup.com.

CU Solutions Group serves the credit union industry by offering essential solutions in six key areas: marketing, membership enhancements, technology, performance management consulting and lending & insurance services. Learn more at www.cusolutionsgroup.com.

*CU Solutions Group’s **Invest in America** loyalty program assists credit unions in aligning their core products and services with exclusive offers from trusted partners, such as GM, Sprint, TurboTax, and Dell. Invest in America is the proud recipient of the 2012 Herb Wegner Memorial Award for Outstanding Program, the highest honor in the credit union industry. Learn more at LoveMyCreditUnion.org.*

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