

CU Road Pal Program Overview



CU Road Pal Member Benefits

- CU Road Pal was created exclusively for credit union members
- Provides unparalleled service and unprecedented value in roadside assistance benefits
- **Members are covered in any non-commercial vehicle they travel, whether they are the driver or passenger**
- Family plans offer a significant savings as compared to competing roadside assistance plans
- NEW – extended towing options of 50 miles and 100 miles
- Professional customer service team 24/7/365 to assist members with roadside emergencies
 - Over 35,000 service providers across the U.S. and Canada
- CU Road Pal is powered by Auto Knight Motor Club, a wholly owned company of Fortegra Financial



Now Better Than Ever

- CU Road Pal has added extended towing options of 50 miles and 100 miles, available with all plans, giving your members even more value in roadside assistance protection.
- The extended towing options give your members the flexibility to have their disabled vehicle towed to their favorite mechanic, service center, or the destination of their choice, within the towing radius.
- Unparalleled service and unprecedented value is what CU Road Pal is all about.



CU Road Pal Plan Benefits

Helping Credit Unions
Serve, Grow and Remain Strong.

Service	Description	Benefit
Emergency Towing	Service call to tow member's disable vehicle. 25 mile tow range or up to <i>maximum benefit</i> .	INCLUDED – SIGN AND DRIVE Up to \$75.00 benefit maximum
Emergency Lockout Assistance	Assistance in gaining entry to the covered vehicle when keys are locked inside. Proof of vehicle ownership must be provided at time of service.	INCLUDED – SIGN AND DRIVE Up to \$75.00 benefit maximum
Flat Tire Assistance	Removal of the covered member's vehicle flat tire and replacement with the inflated spare tire. If no spare is available, vehicle will be towed.	INCLUDED – SIGN AND DRIVE Up to \$75.00 benefit maximum
Fuel Delivery Service	An emergency supply of up to three (3) gallons of fuel will be delivered to vehicle in immediate need. Member must pay for fuel on delivery.	INCLUDED – SIGN AND DRIVE Up to \$75.00 benefit maximum Fuel cost reimbursed up to \$15
Battery Service	If a battery failure occurs, a jump start will be applied to start the covered member's vehicle.	INCLUDED – SIGN AND DRIVE Up to \$75.00 benefit maximum
Emergency Ambulance Service	Ambulance fees to transport member from the scene of a traffic accident, in which member was injured, to a medical facility.	Up to \$150.00 benefit Reimbursed expense
Travel Interruption Protection	Lodging or journey continuation while your car is being repaired or if your car becomes disabled more than 100 miles from home.	Up to \$300.00 Reimbursed expense
Traffic Court Defense	Fees paid to your attorney to defend you in court on traffic ticket	\$100.00 Reimbursed expense
Legal Fees	Fees paid to your attorney to collect for damage and/or personal injuries sustained by you in a car accident	\$100.00 Reimbursed expense



Plan Comparison – Member Pricing

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Plan	CU Road Pal	Popular Roadside Assistance Plan
Individual (Annual)	\$47.00	\$51.00
Individual + 1	\$58.00	\$77.00
Family Plan (up to 4 people)	\$69.00	\$129.00
Family Plan + 1 (up to 5 people)	\$80.00	\$155.00
Family Plan + 2 (up to 6 people)	\$91.00	\$181.00
Sign Up Fee	\$0.00	\$15.00
Benefits		
Emergency Towing Assistance	Included tow up to 25 miles	Included tow up to 5 miles
Emergency Flat Tire Assistance	Included – Sign and Drive	Included
	Included – Sign and Drive	
	Pay For Fuel Upon Delivery	Included
Emergency Fuel Delivery Service	Fuel cost reimbursed up to \$15	At Cost of Fuel
Emergency Lock-Out Assistance	Included – Sign and Drive	Included
Battery Service – Jump Start	Included – Sign and Drive	Included
Travel Interruption Protection	Up to \$300 Reimbursed	Up to \$600
Limited Legal Fee Reimbursement	Up to \$200 Reimbursed	Up to \$500
Emergency Ambulance Expense	\$150 Reimbursed	N/A



Plan Pricing

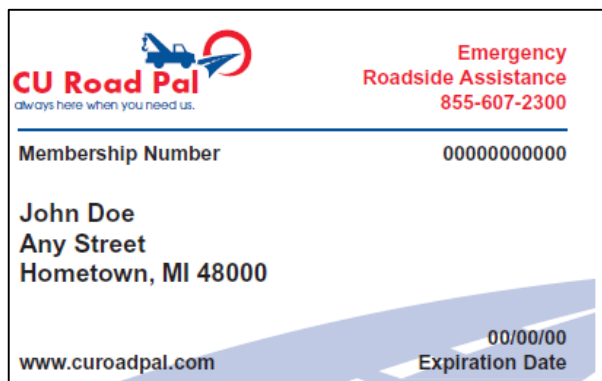
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Plans (12 months)	25 Mile Towing Plan Price	50 Mile Towing Plan Price	100 Mile Towing Plan Price
Individual	\$47	\$82	\$107
Individual +1	\$58	\$93	\$118
Family up to 4	\$69	\$104	\$129
Family up to 5	\$80	\$115	\$140
Family up to 6	\$91	\$126	\$151

*Drivers residing in the same household.
Drivers are covered in any vehicle they travel.

Membership Card

- Members will receive email immediately following enrollment which will contain their membership card and terms and conditions.
- Members are instructed to print their membership card and carry with them to access roadside assistance



- Build member loyalty and enhance value of membership
- Grow auto loans
- Earn marketing reimbursements on new and renewals



- CU Road Pal memberships are ideal to use as promotional incentives in conjunction with auto lending initiatives.
- Offering a FREE or discounted one year membership to CU Road Pal when members close an auto loan is a great way to draw more interest to your auto loan program.
- CUSG has created a special promotional portal offering credit unions a \$10 discount off each membership when using as a promotional incentive, and you still earn marketing reimbursements for each membership purchased (and renewals).



Auto Lending Promotional Options

- **Include CU Road Pal with Auto Lending**
 - We have developed several options for offering CU Road Pal memberships to members at auto loan closing.
 - **Option 1 – Offer FREE CU Road Pal memberships**
 - Offer a FREE CU Road Pal membership to members when they close an auto loan with the credit union
 - CU purchases the membership for the member through the CU promotional portal
 - CU earns marketing reimbursement for each plan sold
 - **Option 2 – Offer a \$10 savings to member**
 - Offer CU Road Pal to the member at a discounted price of \$10 off per plan when they close an auto loan with the credit union
 - CU purchases the membership for the member through the CU promotional portal
 - CU earns marketing reimbursement for each plan sold
 - **Option 3 – Earn additional non-interest income for credit union**
 - Offer CU Road Pal to the member at the retail price when they close an auto loan
 - CU purchases the membership for the member through the CU promotional portal
 - CU earns the \$10 discount marketing reimbursement for each plan
 - CU Road Pal annual membership fee can be rolled into the auto loan principal at auto loan closing. Loan staff can offer members this option. The membership fee does **not** need to be included as a finance charge and therefore not included in the APR calculation.



Promotional Portal

- Purchasing promotional memberships is easy. The link is located on the CU Road Pal marketing materials page at lovemycreditunion.org
 - Visit the [Partner Center](#) at lovemycreditunion.org and log in.
 - Click on Marketing Materials
 - Click on the CU Road Pal logo
 - Locate the “Save \$10” button
 - Click to access the Promotional Portal

Save \$10


On CU Road Pal memberships with the promotional portal. >



[▶ What's New at LMCU Rewards](#) | [▶ What I Need to Do](#) | [▶ Marketing Materials](#)

[LoveMyCreditUnion.org Home](#) » [Partner Center](#) » [Marketing Materials](#) » [CU Road Pal Marketing Materials](#)

Welcome Back Drew
[Log off](#)



Increase Your Program Success with Free Turnkey Marketing

- Posters
- Statement Inserts
- Banners
- Email

CU Road Pal is a great way to build member loyalty and earn marketing reimbursements for your credit union. [Click here to read our CU Road Pal overview.](#)

CU Road Pal Promotional Enrollment Portal

Through a special online portal, your credit union can purchase up to 100 CU Road Pal memberships – all in one transaction – with a \$10 savings off of each regular member price.

This promotional price, available just for credit unions, allows you to include the CU Road Pal as a value-added premium for auto lending campaigns, new member acquisition gifts or even as recognition for your employees. Plus, you still earn marketing reimbursements with each membership purchased.

Click on the blue button to save now!

Save \$10

On CU Road Pal memberships with the promotional portal. >

CU Road Pal Marketing Materials

Posters and Statement Inserts

- [8.5 x 11 Poster \(Print Ready Image\)](#)
- [Take-one Display Poster \(Print Ready Image\)](#)
- [Statement Insert \(Print Ready Image\)](#)

[Click here to order your statement inserts and lobby marketing materials.](#)



Marketing Reimbursements

Enrolled credit unions are eligible to earn \$5 - \$11 per membership

- The marketing reimbursement is paid annually
- Membership renewals are eligible for marketing reimbursements

Plan (12 mths)	25 Mile Towing Price	Credit Union MR	50 Mile Towing Price	Credit Union MR	100 Mile Towing Price	Credit Union MR
Individual	\$47	\$5	\$82	\$6	\$107	\$7
Individual +1	\$58	\$6	\$93	\$7	\$118	\$8
Family up to 4	\$69	\$7	\$104	\$8	\$129	\$9
Family up to 5	\$80	\$8	\$115	\$9	\$140	\$10
Family up to 6	\$91	\$9	\$126	\$10	\$151	\$11



Marketing Materials

- CUSG provides FREE marketing materials and marketing support to all enrolled credit unions to assist you in communicating the CU Road Pal program to your members.
- Marketing materials include
 - Website banners
 - Lobby materials, paper and digital
 - Statement inserts
 - Email messaging
 - eStatement, onserts and messaging
 - Newsletter messaging
 - Social media messaging
 - ATM and Drive-thru display ads
 - Radio spots
 - Newspaper ad messaging
- Marketing materials are available in the [Partner Center](https://lovemycreditunion.org/partner-center) at lovemycreditunion.org



Enrollment Is Easy

Helping Credit Unions
Serve, Grow and Remain Strong.

Step 1: Visit the Partner Center at www.lovemycreditunion.org/partnercenter and log in with your Partner Center credentials. Don't have Partner Center credentials? Simply click on "Sign Up For Credit Union Access"

lovemycreditunion.org About Us | Contact Us | Press Room | Site Map | Partner Center Search Site go

Love My Credit Union®

Campaign

Welcome to the Partner Center

The Partner Center is a resource for credit union, credit union support organization, and league staff to access program information, enroll in Love My Credit Union Rewards, access marketing materials and reports, and get involved in the [Love My Credit Union Campaign](#).

Partner Center Log-In

Already have a password? Log in here.

Email Address

Password

[Forgot password?](#)

OR

Request Partner Center Access

* Credit Union Support Organizations include the following entities: Credit Union Service Organizations, Corporate Credit Unions, CU Foundations, CUNA Mutual Group, CO-OP Financial Services, World Council of Credit Unions

Just looking for more information? [Click here](#)

To visit the Love My Credit Union Rewards website for exclusive discounts and offers for credit union members, please visit LoveMyCreditUnion.org

Enrollment Is Easy

Helping Credit Unions
Serve, Grow and Remain Strong.

Step 2: Click on myDashboard and on the next screen scroll down to the CU Road Pal program tile. Click the enroll button to enroll in the program.

lovelmycreditunion.org

About Us | Contact Us | Press Room | Site Map | Partner Center

Search Site go

What's New at LMCU Rewards | What I Need to Do | Marketing Materials

LoveMyCreditUnion.org Home » Partner Center

Welcome Back Kristin
[Log off](#)

Love My Credit Union

Campaign

Welcome to Love My Credit Union Rewards. Below are program resources, tools and links created to make this program easier for credit unions to work with. Boosting loans, building member loyalty and earning non-interest income just got easier!

- [Love My Credit Union Campaign](#)
- [Staff Training](#)
- [Webinars](#)
- [Partner Offers](#)

myDashboard
(Reports, Enrollment, Marketing Materials)

Love My Credit Union Campaign
Participation

lovelmycreditunion.org

About Us | Contact Us | Press Room | Site Map | Partner Center

Search Site go

What's New at LMCU Rewards | What I Need to Do | Marketing Materials

LoveMyCreditUnion.org Home » Partner Center » Dashboard

Welcome Back Kristin
[Log off](#)

Select CU: 1199 SEIU Federal Credit Union (NY) [Assume Role](#)

myDashboard

Credit Union: 1199 SEIU Federal Credit Union (NY)
Address:
Phone Number: --

Contacts with Partner Center Access

Name	Title	Email	Weekly Turbo Tax Email

PROGRAM SALES SNAPSHOT | MARKETING MATERIALS

PROGRAM SALES REPORTS | MARKETING AUDIT REPORT | MESSAGE CENTER

Program Overview & Enrollment

Love My Credit Union Rewards Program All Bundle
Participation Level: Not Enrolled
Great discounts from Sprint, CU Road Pal, DIRECTV, ADT, Allied Moving Services, TurboTax, and Love to Shop. Plus marketing reimbursements for your credit union from select programs.

[Enroll](#) [Marketing Requirements](#) [Program Overview](#)

Invest In America Bundle
Participation Level: Not Enrolled
To continue to show credit union support for U.S. based companies, members have access to exclusive discounts with TurboTax, CU Road Pal, DIRECTV, and Allied Moving Services, plus marketing reimbursements for your credit union on select programs.

[Enroll](#) [Marketing Requirements](#) [Program Overview](#)

Home Bundle
Participation Level: Not Enrolled
Exclusive discounts for members with Sprint, ADT, DIRECTV, and Allied Moving Services, plus marketing reimbursements for your credit union from select programs.

[Enroll](#) [Marketing Requirements](#) [Program Overview](#)

- Comprehensive roadside assistance benefits for your members
 - Unparalleled service, unprecedented value
 - “always here when you need us”
- Great promotional opportunity
- Credit unions to earn marketing reimbursements



Contact Information

Helping Credit Unions
Serve, Grow and Remain Strong.

Please contact your National Business Consultant with questions

-or-

Kristin Moore

CU Solutions Group

Direct: 734-793-3583

Kristin.moore@cusolutionsgroup.com

-or-

Client Support

855-607-2300 #2

info@CURoadPal.com



appendix





CU Road Pal
always here when you need us.

Member Portal | About Us | Contact Us 

Benefits Pricing Enrollment FAQs Terms Reimbursement Form LMCU Rewards



Roadside Assistance with 24/7 Safety and Security for Less Than \$! Per Week.

*Based on individual roadside assistance plan



Benefits

**New extended towing options
of 50 miles and 100 miles.**

- Emergency Towing Assistance
- Emergency Flat Tire Assistance
- Lock-Out Assistance
- Emergency Fuel Delivery Service
- Battery Service



Unparalleled Service

**24/7/365 customer service,
assistance is just a phone call
away.**

- Live Operators -- 3 Languages
- Over 30,000 Service Providers
- Fast, Efficient Claim
Reimbursement

Call 855-607-2300



Plan Pricing


Plan Type	25 Mile Towing	50 Mile Towing	100 Mile Towing
Individual	\$47.00	\$82.00	\$107.00
Individual+1*	\$58.00	\$93.00	\$118.00
Family up to 4	\$69.00	\$104.00	\$129.00
Family up to 5	\$80.00	\$115.00	\$140.00
Family up to 6	\$91.00	\$126.00	\$151.00


Family Plans offer the Best Value!

Enroll Now

*Drivers residing in same household






Member Portal | About Us | Contact Us 

[Benefits](#) | [Pricing](#) | [Enrollment](#) | [FAQs](#) | [Terms](#) | [Reimbursement Form](#) | [LMCU Rewards](#)

Enrollment



New extended towing options, 50 miles and 100 miles.
Choose the plan that is best for you.

Each plan price is for a 12-month period.

Choose your option:

Plan Type	25 Mile Towing Plan Price	50 Mile Towing Plan Price	100 Mile Towing Plan Price
Individual	<input type="radio"/> \$47.00	<input type="radio"/> \$82.00	<input type="radio"/> \$107.00
Individual +1	<input type="radio"/> \$58.00	<input type="radio"/> \$93.00	<input type="radio"/> \$118.00
Family up to 4	<input type="radio"/> \$69.00	<input type="radio"/> \$104.00	<input type="radio"/> \$129.00
Family up to 5	<input type="radio"/> \$80.00	<input type="radio"/> \$115.00	<input type="radio"/> \$140.00
Family up to 6	<input type="radio"/> \$91.00	<input type="radio"/> \$126.00	<input type="radio"/> \$151.00

State Selected: Alabama
Credit Union Selected: ACIPCO Federal Credit Union

*For questions or assistance, please call
855-607-2300 and select option 2*

