

## **GrooveCar's Promotions for Credit Unions Drive Success**

*July Summer Road Trip promotion: Example of events designed to increase credit union auto loan leads.*

Hauppauge, New York ([PRWEB](#)) June 23, 2016 -- GrooveCar, the nation's leading auto-buying resource for credit unions, announces its July promotion. The July Summer Road Trip was created as part of the event package GrooveCar sponsors for credit unions on its indirect auto loan program. This event celebrates America's affection for Automobiles. "July is a great month to get members into a new vehicle and what better way to send this message than through a promotion. This is one of four promotions we run for credit unions on our indirect program during the year," states Frank Rinaudo, Senior Vice President of GrooveCar.

During the spring, credit unions participated in the Technology Drives event, designed to expose members to the newest technology found in vehicles while also promoting GrooveCar's dealers on the program. "Each event brings excitement to the car buying process, helps credit unions engage the millennial market and allows credit unions to reach all members through a different venue," adds Rinaudo.

Each promotion comes with a suite of marketing materials for the credit union to utilize to market over multiple media platforms. In addition to great prizes, the collateral marketing materials are designed to get the message in front of the member. Credit unions participating in the July promotion receive the following materials: A video promoting the event customized to the credit union's specific branding, flyers, posters, specially designed webpages, social media posts and Facebook advertising, radio scripts, banner ads, newsletter ads and digital email designs. "The promotions are not only well thought out but also come with the means of engaging with the member. The suite of collateral materials, customized to match each credit union's brand, has the look and feel of the credit union. All the tools needed to have a promotion and execute it, are done for the credit union," states Rinaudo.

As car purchases continue to hit historic levels, GrooveCar is creating excitement to help credit unions promote their services. Credit unions won't have to do this alone, marketing team members from GrooveCar will be promoting the event throughout the month of July for the credit unions by asking members to post their best selfies using #CUROADTRIP across all social media channels. To win prizes, members have been asked to tag both their credit union and the dealership where the vehicle was purchased. "Each day, winners chosen for the daily prize and will also be entered to win one of two final grand prizes," explains Rinaudo.

The two grand prizes are: A full expert car detail worth \$250 from Collector Car Showcase, Oyster Bay, N.Y. to get your car looking its best when on the road, and a weekend road trip for two, to The Great Wolf Lodge in Pennsylvania's Pocono Mountains. GrooveCar also recognizes there are members who may not want to be part of the promotion, so all members who register during the month of July will receive a \$300 off coupon towards their car purchase during this month, good at participating GrooveCar dealerships. Daily prizes for the best selfies to #CUROADTRIP includes a beverage cooler bag loaded with great gifts including sunglasses, a Frisbee, a selfie stick and a sunshade.

The July Summer Road Trip will run the entire month of July. Early indicators from credit unions, promoting the event is members are excited about celebrating the relationship they have with their car. "Selfies in the car are one of the most popular genres of self portraiture, at GrooveCar we are going to have fun with the creativity behind this trend," Rinaudo adds.



Participating credit unions on the program: Teachers Federal Credit Union, Hauppauge, N.Y., asset size \$5.3 billion; NEFCU, Westbury, N.Y., asset size \$2.4 billion; Island Federal Credit Union, Hauppauge, N.Y., asset size \$1.1 billion; Nassau Financial FCU, Westbury, N.Y., asset size \$405 million; Oceanside Christopher FCU, Oceanside, N.Y., asset size \$304 million; People's Alliance FCU, Hauppauge, N.Y., asset size \$253 million; North Shore LIJ Health System FCU, Jericho, N.Y., asset size \$118 million; ABE FCU, Rockville Centre, N.Y., asset size \$104 million; and Winthrop-University Hospital Employees FCU, Mineola, N.Y., asset size \$31 million.

#### About GrooveCar:

Founded in 1999, GrooveCar provides automotive loan growth solutions to credit unions nationwide while providing their members, as well as the general public, with the most informative and user-friendly auto search engine. With its expansive dealership network surpassing five million vehicles, GrooveCar facilitates the entire car buying process, including shopping, researching, buying, leasing, and financing. Through the national auto-leasing program CU Xpress Lease, credit unions can take advantage of leasing opportunities in the new vehicle market. CU Xpress is the leading credit union lease program in the nation. Additional information on GrooveCar or CU Xpress Lease may be found at <http://www.groovecarinc.com>.

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