



# *Louisiana Credit Union League* **INFO RELEASE**

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## **Invest in America Member Enhancement Program Continues to Grow**

Credit union members are showing their support for American-made products by purchasing a record number of vehicles through the credit union discount program "Invest in America". The campaign continues to surpass expectations in sales goals since the program went nationwide in January 2009. It has led to an increase in the auto loan market share for credit unions rising from 15% in March 2008 to more than 27% in May 2009. The climb in credit union member auto purchases comes at a time when GM and Chrysler are reinventing themselves through accelerated bankruptcy restructuring efforts. The credit union sector growth suggests that consumers are buying GM and Chrysler brands despite the feared negative stigma associated with bankruptcy.

Below, you will find the most current information on the program, including statistics and incentives:

- **Chrysler update:** The incentives for Chrysler will end on June 30. However, the program is seeking a 12 month contract extension.
- **GM Update:** Special supplier pricing will continue through year end.
- 45 Leagues out of 48 are now participating in the "Invest in America" program, with more than 1,750 credit unions nationwide.
- Nationally, over 90,500 vehicles have been financed through a credit union.
- Over 120 credit unions in Louisiana are participating in the program.
- As of May 31, there have been over 2,100 auto loans made statewide in 2009. Over 1,600 of those loans have been financed through a credit union.
- **Sprint Update:** Credit union employees and members are now eligible to receive special discounts from Sprint, including a 10% discount on most Sprint monthly recurring charges, waived application fee on new lines (approx. \$36 savings), waived upgrade fee (approx. \$18 savings), discounts on phones and accessories, national rates with no roaming or long distance charges, and more. Visit [www.lovemycreditunion.org/Sprint\\_169.html](http://www.lovemycreditunion.org/Sprint_169.html) to learn more about Sprint savings.

Additionally, a new marketing campaign for Invest in America is currently in the works. The campaign will market the overall program, incorporating all of the member discounts. The theme for this new campaign will leverage off of the concepts of value, savings and the U.S.A. The same collateral pieces made available in the auto specific campaigns are being created for this campaign as well, including: postcards, statement inserts, two poster sizes, print ads, newsletter articles, web homepage content, web banners, e-blasts and on-hold messages. More specifics will be provided on the website, [www.lovemycreditunion.org](http://www.lovemycreditunion.org).

It is not too late for credit unions to participate in the “Invest in America” program. Complete details including incentives, press releases, marketing materials, and other resources are available at [www.lovemycreditunion.org](http://www.lovemycreditunion.org) or at the League’s website, [www.lcul.com](http://www.lcul.com).

For 75 years, the Louisiana Credit Union League has represented the unique interests of over 200 not-for-profit credit unions and more than one and a half million credit union members they serve in the state of Louisiana.

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