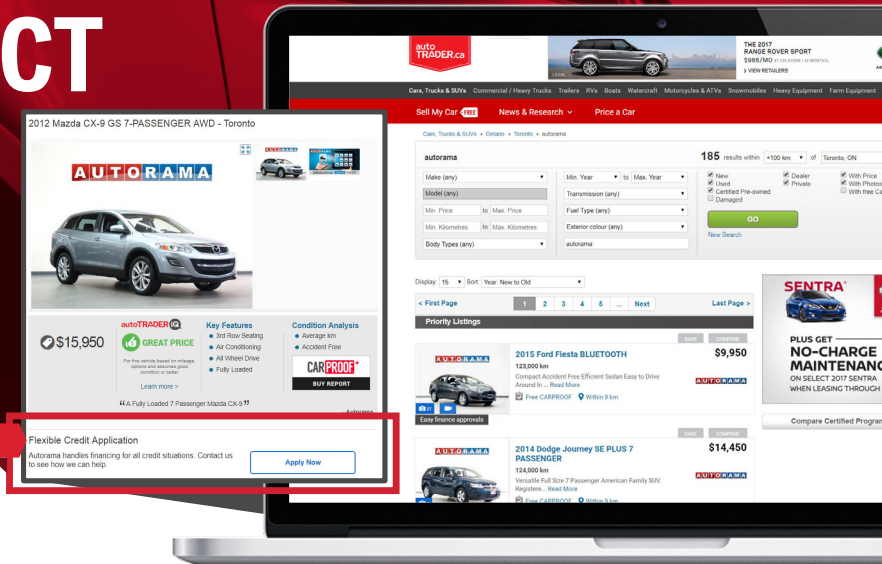




CREDIT CONNECT

MAKE YOUR SUBPRIME
BUSINESS EVEN
MORE PROFITABLE



Differentiate your dealership and promote your specialized financing programs for consumers with low credit ratings or in challenging financial circumstances



30 PERCENT

of finance loans are
near or subprime



14.5 MILLION

autoTRADER.ca
monthly visits



**SIGNIFICANT
COST SAVINGS!**

HOW IT WORKS

- Subprime finance specialist identifying badge included on all your listings on the search results page (SRP)
- Finance lead form located on the vehicle details page (VDP)
- Leads will be sent directly to your finance specialist!

BENEFITS

- Highlight your “low credit/ no credit” easy financing expertise
- Connect directly with a targeted group of subprime consumers looking for the financing solutions you can provide
- Expand your reach and generate new sales opportunities