

Your Used Vehicle Financing Resource

Don't Forget Used

Used and CPOV vehicle sales are an expanding segment in the auto industry today, representing a potential area of growth for your dealership. In fact, 60% of new-car shoppers are considering purchasing a CPOV vehicle due to the economy. If you're not currently focusing on this group of customers, you should be. Used and CPOV vehicle sales are on the rise due to a number of key factors, including:

- *Many consumers are keeping their vehicles longer*
- *Consumers are making their purchase decisions based upon need, rather than want*
- *More OEM's are offering CPOV vehicles which is driving consumer awareness*

Ally Is Your Source

In addition to providing financing options for new vehicle sales, we're also a provider of used vehicle financing. Our products and services, like used vehicle financing for consumers, give you tools to help grow your business and build your bottom line by:

- *Strengthening customer loyalty by offering them best-in-class Ally products and services*
- *Enhancing your ADR (Ally Dealer Rewards) status by rewarding you for used vehicle financing contracts*
- *Providing same day reimbursement through SmartCash*

Contact your local Ally Account Executive today for more details or visit allydealer.com to learn about all of our products and services.

The Power of SmartAuction

SmartAuction is an industry-leading wholesale Internet auction tool offering you access to a virtual inventory of thousands of vehicles from consignors of nearly all brands. Online, you can:

- Eliminate the costs associated with traveling to a physical auction.
- View an average of 14,000 vehicles daily from a diverse group of sellers.
- Purchase vehicles in multiple ways, including **Live Daily Auctions**, **Make Offer**, **Buy Now** and **Specialty Sales**.
- Make educated buying and selling decisions through **Dealer eVantage**
- Bolster your **Ally Dealer Rewards** status.

At SmartAuction, we have the used vehicles your customers want!

Not a SmartAuction dealer? For information, visit www.smartauction.biz or call **1-877-273-5572** to apply for access today.