



UNIT No. 1 FEDERAL CREDIT UNION

NOT FOR PROFIT • NOT FOR CHARITY • BUT FOR SERVICE . . .

FOR IMMEDIATE RELEASE

TO: Perry Sullivan, Associate Editor
Credit Union News

FROM: Natalie Campbell

RE: NEWS RELEASE ON FALL NEW AUTO LOAN PROMOTION RESULTS/UNIT
NO. 1 FEDERAL CREDIT UNION

CREDIT UNION PHILOSOPHY REAPS BIG REWARDS

Lockport, New York - The results of Unit No. 1 Federal Credit Union's two-month New Auto Loan Sale were excellent for the credit union's loan to share ratio. Unit No. 1 members were rather happy too.

Advertised at 6% for 60 months, the new auto loan campaign served the membership's needs well. This is what Unit No. 1 Federal Credit Union is all about. "Instead of investing extra dollars into such investment options as short-term U.S. Treasury notes which are currently yielding less than 4 1/2%, we're more interested in investing in our members," says Patricia LaRocca, General Manager.

Doing business the "credit union way" does pay off, to the tune of 4.1 million in new auto loan sales after just two months of active promotion. Reversing a nine month steady downward trend in Unit No. 1's loan to asset ratio, the post-campaign loan to asset ratio increased to 44.5% - up 2.5% from the pre-campaign loan figure of 42%. With Unit No. 1's total asset size at \$125,952,733, the 2.5% gain represents a three million dollar net increase in loans.

The campaign played on the "pleasure/leisure" factor associated with owning a new vehicle, with headlines like: "If Life is a Journey, Then Life's Greatest Tragedy is not Having Enjoyed the Trip". A combination of print, radio, direct mail, and signage completed the advertising mix, which proved to be a sound investment costing less than 1% of the total gross sales.

Much more than just a resource for great rates, Unit No. 1 offers its members top-notch service. It's loan staff of six went the extra mile to meet member needs by coming in as early as 8 a.m., and staying as late as 6:30 p.m. for appointments. Regular hours are 9-5. Flexibility is another asset of Unit No. 1, with such options on the new auto loan sale as holding the 6% for 60 months rate/term until a member's new auto on order is actually delivered. Summing up credit union philosophy in action, Lending Manager Irene Bull says, "We have truly educated members who are looking for the best deal in town. If they can get the best deal and still stay dedicated to their credit union, they will get their loan with us".

MAIN OFFICE: 55 STEVENS STREET, P.O. BOX 830, LOCKPORT, NEW YORK 14094
PHONE (716) 434-2290 FAX (716) 434-8297

BRANCH OFFICE: 5 STATE STREET, MIDDLEPORT, NEW YORK 14105
PHONE (716) 735-7004 FAX (716) 735-9432