



# Fact Sheet

**DATE:** June 2019  
**TO:** Auto Value, Bumper to Bumper, and Confidence Plus Certified Service Centers  
**SUBJECT:** **Auto Pass Credit Card – Certified Service Centers**

**PURPOSE:** This private label credit card provides Auto Value, Bumper to Bumper, and Confidence Plus Certified Service Centers (CSCs) the opportunity to sell more and attract more business from credit-worthy customer and/or prospects.

**DETAILS:** The Auto Pass credit card program is facilitated by Credit First National Association (CFNA), a limited-purpose bank and consumer credit division of Bridgestone Corporation. With more than 40 years in the car care industry, CFNA can provide you with the leverage you need to gain a competitive advantage.

## **Loyalty and Profitability**

The Auto Pass credit card isn't just a payment solution, it's a loyalty platform. CFNA cardholders typically make larger purchases when using their CFNA cards.

## **PROGRAM BASICS**

### **What's in it for you, the CSC?**

- The ability to offer six-month financing to your customers
- Data-driven marketing programs
- Free promotional materials
- Comprehensive procedural and sales training
- Your business name will be printed on every Auto Pass credit card that your customers open



### **What's in it for your customers?**

- Six-month financing on all purchases \$149.99 and up
- A 60% approval rate (the industry average is 40%)
- Zero annual fees for credit cards
- Generous credit limits (up to \$4,500 available)
- Quick credit decisions (60 seconds or less in most cases)
- Competitive APR rate

**TRAINING:** **What training does CFNA offer?**

- CFNATraining.com (available 24/7) to boost tire and service sales
- Personal, consultative support and tailored sales coaching
- A playbook training series that lays out easy-to-follow steps to meet credit card program goals

**PROCESSING:** CFNA offers a low maintenance, easy-to-use credit card processing solution that integrates with your business. It requires no processing equipment, it is Windows-based,

and it is PCI compliant (meaning that no sensitive information is stored on your PC). Most of all, it is safe.

### **In-Store Application Experience**

Customers can apply for a CFNA card anywhere you set up a kiosk, which can be as simple as a tablet at the front desk or in the waiting room. You can get more flexibility and your customers can get more privacy.

**BANKING:** With CFNA, the banking process is easy. You get paid first, and they will track the rest. CFNA validates and accepts a customer's valid charge(s). The association also settles most cases within 24-48 hours. CFNA will transmit the funds to your bank's business checking account via the automated clearing house. CFNA provides you with an e-accounting report that itemizes the total charges and credits.

**CONTACT:** Ready to get started? Contact CFNA at (800)-527-6770 or at [sales@CFNA.com](mailto:sales@CFNA.com)  
Contact your parts supplier with additional questions.

If you have additional questions for the Alliance headquarters, contact Daniel Moroles at (210)-408-4312 or [dmoroles@alliance1.com](mailto:dmoroles@alliance1.com).