



## NEWS RELEASE

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# NWFCU Draws Hundreds of Members to On-Site Car Show, Generates \$221,000 in Loans

***Members benefit from low rate financing and special dealer incentives***

**Herndon, VA (April 27, 2009)** – Northwest Federal Credit Union (NWFCU) held a members-only Car Show at its Herndon headquarters in conjunction with Member Appreciation Day on April 18, 2009. This event showcased 100 new vehicle makes and models from 13 area dealerships that participate in NWFCU's auto locating service.

Credit Union members benefited from the convenience of one-stop shopping—a variety of makes and models on one lot, on-site trade-in appraisals and on the spot financing. Attendees also received a coupon featuring a 0.75% discount off NWFCU's auto loan rates along with dealer incentives worth up to \$300 on vehicle purchases.

Within a span of four hours, nine vehicles were sold from dealers' inventory with sales totaling more than \$221,000. In addition, NWFCU sold two cars from its selection of off-lease vehicles.

"This event was mutually beneficial for our members, the Credit Union, and our network of dealers," said Mark Rumsey, NWFCU's Auto Resources Manager. "At a time when auto sales are down and consumers are experiencing economic challenges, it's exciting to have had such a positive response to this Show."

NWFCU's April car show stemmed from the success of its first one held last December when despite the low temperatures, member turnout was high for the "Go Green" show which featured hybrids and other fuel efficient vehicles.

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**Northwest Federal Credit Union • [www.nwfcu.org](http://www.nwfcu.org) • 703-709-8900 • 1-800-336-3384 Toll-Free**

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*Northwest Federal Credit Union is a full-service financial institution serving select government employees and 400+ companies throughout Northern Virginia. Established in 1947 and headquartered in Herndon, Virginia, NWFCU is dedicated to providing financial services and education to its members and the community. The Credit Union currently serves more than 95,000 members and has assets in excess of \$1.6 billion. For more information, visit [www.nwfcu.org](http://www.nwfcu.org).*