



FORD CREDIT

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# DEALER BULLETIN

DB-32903 - INTRODUCING AUTOFI PILOT

U.S. FORD & LINCOLN DEALERS

## Introducing AutoFi Pilot



### **Ford Credit is excited to announce the [AutoFi pilot](#).**

As Ford Credit continues to improve the consumer financing experience, we have launched an innovative pilot project to allow consumers to buy and finance vehicles through a dealership's website.

Ford Credit and AutoFi are piloting the experience at Ricart Ford in Groveport, Ohio. Consumers select a new Ford vehicle in Ricart Ford's showroom or on the dealership's website and launch the AutoFi application via the "Buy Now" button on the Vehicle Detail Page, where they can select the financing option that best fits their needs.

#### **The new platform allows consumers to:**

- » Use Kelley Blue Book's (KBB) Your Blue Book<sup>®</sup> Value to estimate their trade-in value
- » Apply for retail financing
- » Finalize financing details, including term, down payment, rate and monthly payment
- » Select dealership aftermarket products
- » Review a summary of the finance contract terms and dealership information to schedule vehicle delivery and sign documents

**This pilot is the next step in our commitment to develop new and innovative options for our customers and dealers.**

***Thank you for your business!***

**Randy Crites**  
Vice President  
U.S. Sales Operations  
Ford Motor Credit Company

***IT'S JUST WHAT WE DO.***



## Frequently Asked Questions

### What is AutoFi?

AutoFi is a San Francisco-based company that has created online auto financing technology to allow consumers to learn about, search for and finance a vehicle through a dealership's website. To date, AutoFi has provided this online auto financing technology on dealerships' used inventory through direct lending partners. This pilot will introduce the technology to dealerships' new inventory and the indirect lending process.

### What is this pilot?

Ford Credit launched a pilot project using AutoFi technology to enhance the vehicle purchase and finance experience. AutoFi allows consumers to get a trade-in value, apply for financing, finalize financing details, select aftermarket products and review a summary of the finance contract terms.

### Why is Ford Credit conducting this pilot?

Ford Credit is evaluating consumer interest in a number of innovative financial services, including mobile/digital financing, to better understand and meet global consumer trends. We are interested in how consumers use these new products and services.

### Where is the AutoFi pilot being conducted?

In December, Ford Credit and AutoFi began piloting the online process at Ricart Ford in Groveport, Ohio. Consumers can purchase and finance a new Ford vehicle in Ricart Ford's showroom or on the dealership's website by launching the application via the 'BUY NOW' button on the Vehicle Detail Page. In the future, we expect to add more dealers from more regions.

### What is the timing for rolling out to more dealers? How can other dealers express interest in AutoFi?

Additional pilot dealerships will be selected and added over time. If your dealership is interested in pilot participation, please notify your Business Development Manager or send an email to Kevin Schebil ([kschebil@lincoln.com](mailto:kschebil@lincoln.com)) or Roby Robarge ([crobarge@ford.com](mailto:crobarge@ford.com)).

### Does this reduce the dealer's role in vehicle financing?

No. The AutoFi platform can be customized for every dealership. For example, dealerships will determine the add-on products and prices to present to consumers. The intent of the pilot is to enhance the consumer's vehicle purchase and finance experience. Vehicles will still be purchased through the dealer.

### How do consumers select a vehicle?

Consumers select their vehicles from the available inventory on the dealership's website or showroom.

### Are there any restrictions on AutoFi applications?

At this time, AutoFi will only support:

- » Personal use
- » Retail, up to 72 months
- » Non-plan customers (AXZD Plan are ineligible)

### What happens if an application is conditioned or rejected?

Consumers will be directed to contact the dealership to review their specific financing options.

### Where will consumers take delivery of their vehicles?

At the end of the online application process, the consumer will receive the dealership's contact information and hours of operation. The dealership and consumer will arrange the vehicle delivery, including finalizing the finance paperwork.

### Do consumers pay to use AutoFi?

There is no charge to consumers for using AutoFi.

### Is AutoFi available to Ford customers outside the Ricart Ford website?

No, not at this time.

### Will contracts originated through AutoFi be serviced differently?

Ford Credit customer accounts initiated through AutoFi will be maintained in the same systems and receive the same award-winning service as customers completing their applications through other means.

### Will contracts approved through AutoFi be Ford Credit contracts, or will other finance sources be involved?

During the pilot Ford Credit will be the finance source.