



# Credit Connection

CarCareONE

A PUBLICATION FOR GE RETAIL SALES FINANCE CARCAREONE DEALERS

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“...80 to 90% of our customers now choose to finance.”  
— Maritza Lopez

## CarCareONE Is “Golden” for California Trucking Supply Company

**W**HEN A TRUCKER NEEDS NEW TIRES, it’s usually a purchase that shouldn’t wait. But since it often takes more than a month for most truckers to get paid on a load, cash flow issues can make such last-minute purchases nearly impossible. That is, unless they have access to the GE CarCareONE revolving credit card program, says Maritza Lopez, president of the family-owned Golden Oil Truck Supply in Bell Gardens, California.

### Rewarding Incentives

“CarCareONE’s *No Interest if Paid within 90 Days* program helps truckers get their new tires or other supplies when they need them, but *they* can put off the payments until they get paid,” says Maritza. “It makes all of the difference in this industry, and it explains why 80 to 90% of our customers now choose to finance.”

In addition to easy applications and fast approvals for customers, Maritza says the CarCareONE program offers a number of rewarding incentives for dealers.

First, says Maritza, 95% of the time when customers are approved for financing,

they make immediate purchases using their new lines of credit. And with sales ticket prices ranging from \$2,500 to \$4,500, that translates into a healthy chunk of business for Golden Oil. Second, for the 50% of customers who are approved for a higher line of credit than they need, the CarCareONE card encourages customers to return to the dealership for future purchases. Finally, Maritza says she appreciates the fast turnaround times on dealer funding—usually within a day or two—which makes a big difference in the company’s cash flow.

### A Competitive Edge

But financing hasn’t always been so easy for Golden Oil.

“When my father-in-law started this business 14 years ago, financing wasn’t available,” says Maritza. “Most people paid with cash or check, and, if they couldn’t do that, we had to turn them away. We started using CarCareONE back in 1996. It’s the one and only financing program we use, and most of our customers who apply for it get approved.”

“The majority of our sales today just wouldn’t happen if we didn’t offer CarCareONE,” says Maritza. “People want us to help make their purchases easier, so promoting the *No Interest if Paid within 90 Days* program is a big part of our advertising program. As a result, we’ve got people calling nearly every day to find out how they can take advantage of that offer. All we tell them is, ‘Come on in, and we’ll take care of you.’ When they do, they get the convenience and flexibility of easy payments, and we get the sale. It really gives us a competitive edge in the marketplace.” ✕



# Top Guns' Flying Start in 2004

**Our popular Top Guns' Award Program** is off to a flying start in 2004. In April the winners will be announced for the Las Vegas Sweepstakes program that ran in February and March. Two winners will each receive trips for two to Las Vegas—round-trip airfare, 3 nights and 4 days at the Green Valley Ranch Resort, a helicopter trip of the Grand Canyon, a Las Vegas show and a visit to the Canyon Valley Ranch spa.

Top Gun dealers qualify for the awards program by generating an average \$3,000 a month in sales financed through the CarCareONE card. If you didn't qualify for the program last year, you may still qualify for June to December programs this year if your CarCareONE sales average \$3,000 a month between January and May of 2004.

## There's More Ahead

Still ahead for Top Gun dealers this year are these awards:

**April** – Your choice of dozens of gift certificates for every 5 submitted applications.

**May** – 90 Days No Interest 0% discount.

**June** – Surf and Turf: 4 steaks for every 10 submitted applications.

**July** – Surf and Turf: 2 lobsters for every 10 submitted applications.

**September-October** – Your chance to win a choice of 16 major sporting events.

**November** – SEMA reception during Automotive Aftermarket Industry Week in Las Vegas.

**December** – 90 Days No Interest 0% discount.

**Don't forget:** Every day is a great day to offer the CarCareONE card to your customers. CarCareONE sales are typically 250% higher than MasterCard/VISA sales. More than 70% of CarCareONE sales are generated through repeat business. Plus the low 1.35% discount on 90 Day No Interest saves you money when you convert MasterCard/VISA sales to CarCareONE. ✖

## Congratulations to These Top Dealers

GE Retail Sales Finance salutes the following independent dealers who have the highest sales financed through the CarCareONE private label credit card program during 2003. Congratulations!

Inter City Tire and Auto	Elizabeth, NJ
Falcon Tire Center	Modley, FL
Espino Tire and Wheel	San Antonio, TX
Golden Oil Truck Supply	Bell Gardens, CA
Harbor Motor Sports	Santa Ana, CA
Lustine Toyota Dodge	Woodbridge, VA
Audio City	La Puente, CA
Santana Tires and Wheels	Los Angeles, CA
H.W. Motorsports	Garden Grove, CA
Llantas Espino Incorp.	McAllen, TX
Valley Tire Sales	McAllen, TX
Truck Tire America Ltd.	Glasgow, DE
Americas Service Sta. 302	Woodstock, GA
Action Tire Specials	Lodi, NJ
Oxmoor Toyota	Louisville, KY
Palm Beach Toyota	West Palm Beach, FL
Alpha Used Tire Inc.	Houston, TX
Priority Toyota	Chesapeake, VA
Central Tire	Miami, FL
Delray Toyota	Delray Beach, FL
Truck Town Accessories	El Paso, TX
Audio Plaza	Anaheim, CA
Grand Junction Big O Tire	Grand Junction, CO
Potamkin Toyota Inc.	Miami, FL
Siesta Tire	Eagle Pass, TX
American Wheel and Tire 2	Houston, TX
Tops Tire	El Paso, TX
Gils Tire and Auto Sales	San Antonio, TX
Big O Tires	Glenwood Springs, CO
Audio Express 19	El Paso, TX
Barnes Car Care Inc.	Pasadena, TX
Falcon Tire Center 2	Miami, FL
Carrolls Tire Warehouse	Porterville, CA



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