

VEHICLE LEASING: THE PERFECT AUTO LENDING PRODUCT



HOW DO YOU DEFINE THE PERFECT AUTO LOAN?

1. Short term
2. Higher yield
3. Low risk
4. Adds members
5. Enhances membership



A lease is the perfect loan!

"Leasing is quickly emerging as an important option for car buyers who are entering a vehicle sales market with constrained inventory and record high prices, and we wanted to be in the forefront of offering the affordable and flexible vehicle finance options that leasing provides."

**ROBERT CASHMAN, CHIEF EXECUTIVE OFFICER
METRO CREDIT UNION**

CULA BY THE NUMBERS

100,000+

Number of current active vehicles in CULA's portfolio

60-100 BPS

Increased yield in a leasing portfolio over a typical auto loan portfolio

\$2 BILLION+

Total value of lease originations through our credit union partners in 2021

34 YEARS

CULA has been offering credit union leasing services since 1988

CONTACT US

Email businessdevelopment@cula.com to schedule an informal 30-minute discovery call and learn more.

WHY LEASING MATTERS FOR MEMBERS

THE MARKET: CHALLENGING



\$46,000+

Average new car sales price as of October 2021

12.1%

Increase in transaction price of average new vehicle from Oct. 2020 - Oct. 2021

Manufacturers phasing out vehicles priced under \$20K

FINANCING: EXPENSIVE



\$37,280

Average amount financed for a new vehicle

69 MONTHS

Average term length for new vehicle loans

84% of consumers plan to buy a vehicle despite high prices

SOLUTION: LEASING



LOWER PAYMENTS

Loan **\$609/mo**

Lease **\$497/mo**

Average new vehicle payment

FLEXIBILITY

Variable lease terms, mileage limits, and lease return options

SOURCES

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