





# Navy Federal Car Buying Service

## Program Overview

-  **Partner Name:** Navy Federal Credit Union
-  **Partner Since:** March 2021
-  **Why Partner:** Largest credit union in the world. Military specialization and member-driven mission. Offers mobile app and online banking with competitive auto loan rates.
-  **Benefits:** Military Appreciation Package, additional cash incentive offers on various OEM brands

## Member Overview

-  **Membership Size:** 13M members
-  **Top 3 DMAs by Membership:**
  1. Washington, DC (Hagerstown)
  2. Norfolk-Portsmouth-Newport News
  3. San Diego
-  **Eligibility Requirements:** Membership is open to Active Duty, Retired & Veterans, Family Members, and Department of Defense Civilians.

## Marketing

- The Navy Federal Car Buying Service is accessible to members through various entry points on navyfederal.org, including a dedicated landing page and key placements on auto loan pages.
- Comprehensive marketing strategy against Navy Federal's owned and paid acquisition channels:
  - Awareness and re-engagement email marketing
  - Digital marketing campaigns (paid social, paid search, and display)
  - In-branch and physical asset promotion (brochures, digital ads, ATM screens, and direct mailers)
  - Website and mobile app promotional placements
  - Content and educational resources

