

Pentagon Federal Credit Union Car Buying Service

Program Overview

- Partner Name:** Pentagon Federal Credit Union
- Partner Since:** 2011
- Why Partner:** 3rd largest credit union in US. Loyal membership that does virtually all banking needs online. Very competitive auto loan rates
- Top 5 DMAs:**
 1. Washington DC
 2. New York City
 3. Los Angeles
 4. Dallas
 5. Atlanta
- Member Benefits:** Loan discounts up to 0.70%, additional cash incentive offers on various OEM brands, Buyers Bonus

Member Overview

- Membership Size:** 3M members
- Member Details:**
 1. Military & government affiliation
 2. Affluent with stable employment
 3. Rate & price centric shoppers
 4. High proportion of college educated members
- Membership Eligibility:** Membership is open to members of the US Military or Uniformed Services, employees of the US government, or someone related to the above. For those that don't belong to any of the groups above, joining a qualifying organization (e.g. National Military Family Association) can provide eligibility as well.

Marketing

Marketing tactics and channels include:

- Website – Dedicated car buying service page on penfed.org. Key placements throughout penfed.org auto loan pages and behind the log-in as well
- Emails - Quarterly dedicated emails promoting any live promotions, subvented rates, OEM incentives and the Car Buying Service
- Homepage and main navigation banners - Periodic promotion of rate discounts on PenFed.org
- Digital marketing – Paid search, display, and Meta marketing to promote the key program value props (upfront, discounted pricing, rate discounts, PTO offers, and buyers bonus)