



Contact:

Mike Bridges – VP, Communications

850.558.1022

mike.bridges@lscu.coop

www.twitter.com/My_LEVERAGE

LEVERAGE partners with Ding Guard to offer non-interest income product for auto loans

- Ding Guard offers a leading product in automotive cosmetic reconditioning.

BIRMINGHAM, AL/TALLAHASSEE, FL, June 27, 2014 – *LEVERAGE*, an affiliate of the League of Southeastern Credit Unions & Affiliates, and Ding Guard, a service of First Lenders Data, Inc., an Austin, TX-based automobile service contract provider, announce a partnership to provide Alabama and Florida credit unions with added-value service through Ding Guard, a leading product in automotive cosmetic reconditioning. Credit unions now have the opportunity to add value to member auto loan packages by protecting their purchase from day one.

Ding Guard is an automobile appearance service plan that uses a process called Paintless Dent Repair (PDR) to restore auto body exterior damage to its original factory condition without conventional methods like sanding, painting or panel replacement. These cosmetic repairs help retain the vehicle's value without additional out-of-pocket cost to the consumer.

“We all know there is nothing worse than buying a car and getting it dinged up right away,” said *LEVERAGE* President/CEO Patrick La Pine. “By credit unions offering their members Ding Guard protection during the loan process, they will be getting peace of mind, as well as protecting the value of their new purchase.”

“We are thrilled to become a valued partner of *LEVERAGE*,” said Ding Guard President Tim Smith. “The Alabama and Florida credit unions that participate now have access to an additional product that can generate non-interest income while providing a valuable service to its members.”

Ding Guard covers hail damage, dents and dings up to 3.25 inches x 2 inches and all



repairs are performed by a certified technician. Cost savings is also realized through faster repair times than traditional body shop cosmetic treatments, as well as leased vehicle turn-in costs. A limited lifetime warranty accompanies all repairs. For credit unions, it's a great way to generate non-interest income and deepen their relationship with the member.

Visit the [LEVERAGE website](#) for more information on Ding Guard or to see a demo video.

LEVERAGE, the Service Corporation for the League of Southeastern Credit Unions, is the business services provider that leverages credit union system resources, relationships, and industry knowledge for optimal performance and sustained growth of its clients and business partners. We work to offer credit unions best-in-class products and services that result in reducing costs, maximizing results, and making the most difference. For more information, visit myleverage.com or follow LEVERAGE on Twitter at www.twitter.com/MY_LEVERAGE or [LinkedIn](#).

###