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Tower Federal Credit Union Wins Frost/TrueCar 2015 CU Partner of the Year!

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Last year, Frost and its representatives helped more than 25 new credit unions implement the TrueCar program. The TrueCar Car Buying Service is a unique service that enables credit unions to offer their members a free and one-of-a-kind service. With the addition of these new partners, Frost now has a client base of more than 100 credit unions that are providing the TrueCar Car Buying Service to their members.

Recently, Frost sponsored the first ever User Group meeting for its credit union partners using the TrueCar Car Buying Service. The meeting was held in Santa Monica, CA (TrueCar's corporate headquarters) where the attendees were able to meet and interact with their peers and members of the TrueCar management team. At the conclusion of the meeting, several credit unions were recognized for their outstanding performance during 2015.

Frost's "Best Of" partners are ...

Top honors went to Tower Federal Credit Union

Tower FCU was awarded the **2015 Frost/TrueCar CU Partner of the Year**. Tower FCU consistently led all of Frost's CU partners with remarkable success at helping members to experience "a less stressful car buying experience" while financing the almost 75% of those members!

Tower FCU was also recognized for becoming the first credit union to qualify and become a member of the 100/100 Club. Tower FCU consistently reached this goal in 2015 and has already achieved it in 2016.

Municipal Credit Union (MCU) in New York

MCU was recognized for achieving the 100/100 Club, which is awarded, to credit unions that helped more than 100 members purchase vehicles through the TrueCar network in a given month. MCU has experienced substantial growth and member utilization of the TrueCar Car Buying Service over the last 18 months and has already qualified for the 100/100 club in 2016!

TrueCar, Inc. (NASDAQ: TRUE), the negotiation-free car buying and selling mobile marketplace, gives consumers transparent insight into what others paid and access to guaranteed savings off MSRP from TrueCar Certified Dealers. TrueCar's network of more than 10,000 trusted Certified Dealers is committed to providing upfront pricing information and a hassle-free buying experience. TrueCar powers car-buying programs for some of the largest U.S. membership and service organizations, including AARP, American Express, AAA and USAA. Not all program features are available in all states. TrueCar is headquartered in Santa Monica, California, with offices in San Francisco and Austin, Texas. For more information, go to www.truecar.com. Follow us on Facebook or Twitter.

Frost Financial Services has been serving the credit union industry since 1972. Best known for its proprietary VisualGAP solution, Frost, through its broker network, currently serves over 1,100 financial institution clients nationwide. For more information on their services, visit www.visualgap.com or contact Phil Markwell at (888) 753-7678.

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