

WHY PARTNER WITH



NIADA



- Largest Used Vehicle Retail Industry Association
- 20,000 Members representing 14.8M used vehicle transactions worth \$125B
- NIADA has doubled its membership 2000-2010
- NIADA is financially stable and well respected brand with a long history of leadership in the used retail market since 1946
- Leading edge Member Services partner program with a very extensive partner marketing package
- Strong member growth via franchise new car dealer transition to used vehicle operators
- Strong state association affiliations for grass roots marketing
- Strong foundation of affinity partners to leverage

NATIONAL MEMBER BENEFIT PROGRAM OVERVIEW

NIADA National
MEMBER BENEFIT
Program©

- Branding/Licensing Royalty: \$4,000
- Marketing Package Investment: \$6,000
- Marketing Package Discount: 5%
- Member Revenue Royalties in lieu of Marketing Package
- RFP Completed and Reviewed by NIADA
- If Approved NMB Agreement Executed