

## AutoPass Credit Card Program

### ✓ Why choose us?

Private label credit cards offer consumers a dedicated line of credit for a merchant's products and services. Private label credit cardholders shop more often and spend more on each visit.

### ✓ Who is Credit First National Association?



Credit First National Association (CFNA) is a limited purpose federally chartered private label credit card bank, wholly owned by Bridgestone Retail Operations, LLC. CFNA issues private label credit cards for thousands of retailers throughout the United States.

### ✓ What is the program?

Consumers can use the AutoPass card for their purchases of parts, services, accessories, and tires.

The AutoPass Program provides:

- Quick credit decisions at the point of sale and online
- A 6-Month Promotional Credit Plan that offers 6 months of deferred interest on purchases of \$299 or more if paid in full within 6 months and required minimum monthly payments are made
- Brand impact! **YOUR** business name printed on each credit card
- Generous consumer credit limits
- No annual fee for consumers
- No initial set up fee
- No minimum monthly sales volume required
- Training program available for your employees

### ✓ How do I enroll?

**Step 1:** Contact CFNA at 800.527.6770 prompt 2 or sales@cfna.com.

**Step 2:** Complete and return the CFNA merchant application to sales@cfna.com.

**Step 3:** Following application approval, you will receive a Welcome Kit from CFNA.

**The kit will contain:**

- Welcome letter containing your six (6) digit unique identifier. This number is important, as it is how CFNA will identify your location. The letter also contains your customized website application link so customers can apply for credit online.
- Procedures Manual
- Important phone numbers
- In-store advertising collateral\*

**Step 4:** Following receipt of the Welcome Kit, you will be contacted by Merchant Partners, a third party vendor, to install the CFNA AutoPass credit card processing software.

Merchant Partners provides the CFNA AutoPass credit application and sales processing system, named First Mile.

\*See second page for advertising collateral examples. Actual in-store collateral images and pieces sent are subject to change.

# AutoPass Credit Card Program

## In-store advertising collateral



COUNTER MAT, 14" x 11"



FRONT

BACK

MOUSE PAD  
7" x 9"



DOOR DECAL (2-SIDED),  
3.875" X 2.75"



BENEFITS POSTER, 24" x 36"



WINDOW DECAL, 24" x 36"

TEAR-PAD FLYER, 3.5" x 6.5"



FRONT

BACK

TIRE INSERT,  
20" Round



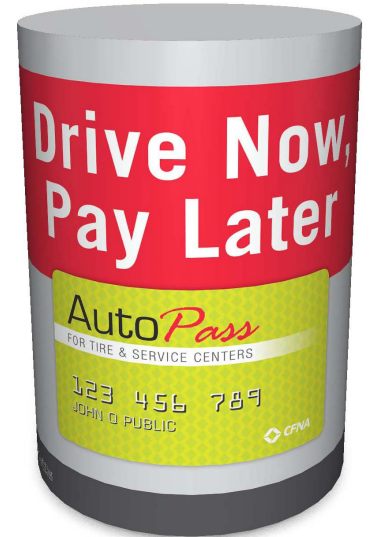
MONITOR STICK-ON  
5.5" X 3.5"



BAY BANNER, 96" x 36"



PAYMENT WHEEL  
8" DIAMETER



TIRE STACK COVER,  
98" x 48", 30" DIAMETER

Give your customers another payment option, but no longer carry all of the risk that comes with financing customer purchases yourself. **Stop worrying about collecting on your in-house accounts and sign up today!**

For more information contact your local representative or visit [www.CFNAAutoPass.com](http://www.CFNAAutoPass.com) today!