

# AFFORDABLE AUTO FINANCING

**UNDER THREAT**

DEALERSHIP

**TODAY**, dealerships work with multiple lenders to find **affordable auto loans** that save customers money.



Banks, credit unions, and dealers compete



Customer can obtain better monthly payments



Dealers can reduce interest rates to win a customer's business

**Flexibility at the dealership helps customers save money!**

**HOWEVER**, the Consumer Financial Protection Bureau (CFPB) is **threatening to eliminate dealers' ability to discount interest rates** that they offer to their customers.

Ultimately, customers will lose the ability to negotiate a better deal on their financing. The CFPB's proposal would **harm consumers** by ending dealers' ability to "meet or beat" the interest rates offered by their competitors.



**COMPETITION CUT!**



**DISCOUNTING GONE!**



**NO REDUCED RATES!**

**The CFPB should support policies that keep in-dealership auto financing competitive, affordable and readily available.**

Produced by  
**NADA**