

FOR IMMEDIATE RELEASE

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NEW ASSOCIATION LAUNCHES WEBSITE AND MEMBERSHIP CAMPAIGN

Hanover, Md. (April 15, 2011) --- The Community Auto Finance Association (CAFA), established October, 2010, has launched a website www.cafassoc.org and is launching a membership campaign. CAFA, a partnership of established local businesses that sell, lease and finance used vehicles, represents the approximately 7,500 companies and their 300,000 employees who are responsible for more than \$50 billion in sales each year. Membership is open to all companies engaged in the buy here and/or lease/here /pay here market, and who adopt and promise to adhere to CAFA's mission code of ethics.

The CAFA offers its members educational opportunities, legislative review, updates of changing requirements and information and resources that help members continue to be a viable part of their local economies. Creating a code of ethics, available on the website, was one of the first acts of the new association.

Advocacy with federal regulators on matters affecting the buy here and/or lease/here /pay here market is a major focus for CAFA. CAFA leadership has met with the Federal Trade Commission and has participated in a recent roundtable in Detroit where the FTC gathered information on consumers' experiences when buying or leasing motor vehicles.

Automotive association executive, Jack Tracey, is executive director of CAFA and board members include: Greg Zak, Dixon Motors, president; Bradley Sloan, Oasis Auto Sales/First Coast Acceptance, vice president; Mike Thomasson, Mike Carlson Motor Co., vice president; Bob Okeley, OAK Motors, treasurer; Robby Card, Easy Auto, secretary; Marc Maguire, The Car Store/CSC, public relations; Michael Benoit, Hudson Cook, LLP, counsel; and directors: Chris Leedom, AutoMaxx; Gene Koury, Gene Koury Auto Sales; Derre Buike, J.D. Byrider OH105; and Jack Bethany, Town & County Auto Sales, Financial Services of Mississippi.

Visit www.cafassoc.org for more information and membership application.