



CCIA Expands Reach as AWARE Education Ally

Recognizing the need for consumer education, automotive industry leaders formed AWARE (Americans Well-informed on Automobile Retailing Economics), a collaborative industry effort to provide consumers with information, tools, and other resources to better understand the auto financing system. The membership of AWARE includes trade groups like AFSA, NADA and NAMAD, a few large dealer groups and captive finance companies such as Ally, Honda, Ford Motor Credit and Toyota. In educating consumers about auto financing and ways to make informed financing decisions, the group seeks to ensure that financing remains available and affordable to the broadest possible spectrum of consumers.

Becoming an AWARE Education Ally supports CCIA advocacy strategies by promoting the smart use of consumer credit and fostering relationships with peer trades. In addition, it supports the CCIA membership growth objective via increased exposure to the dealer market and captive finance companies. CCIA is pleased to gain the approval of the AWARE Board as an Education Ally. More information is available at the following link: http://www.autofinancing101.org/about_aware/index.cfm