

IIA Results thru 10/25/09



Metric	Program to Date
IIA League Participation	45
# IIA Supporting Credit Unions	2,044
% CU membership Opt-Ins	52 %
# of Top 500 CU Opt-Ins	277
New Credit Union Members (9/30/09)	15,135*
Sprint League Participation	26
# Sprint Supporting Credit Unions	538

* 7.8% of sales or 50% of respondents stating CU member for less than 1 yr

IIA Results



	Metric	Results
Auto	(Program began 12/09)	
	# Vehicle Sales (9/30/09)	195,285
	# CU Loans (9/30/09)	156,176
Sprint	(Program began 1/06)	
	\$ Saved by members (8/31/09)	\$33M
THOR	(Program began 9/1/09)	
	# Vehicle Sales (9/25/09)	153
Allied	(Program began 9/1/09)	
	Moves Quoted/Booked (9/25/09)	21/1