
BOSCH MODULE

PRIVATE LABEL CREDIT CARD PROGRAM

February 2023

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CFNA and the Bosch Module Credit Card Program

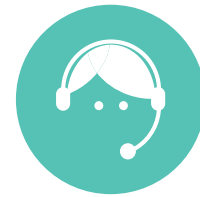
The Bosch Module Credit Card program is facilitated by Credit First National Association, a limited purpose bank and the consumer credit division of Bridgestone Corporation. With more than 50 years in the car care industry, CFNA can provide you with the leverage you need to gain a competitive advantage.



8,000+
merchants enrolled



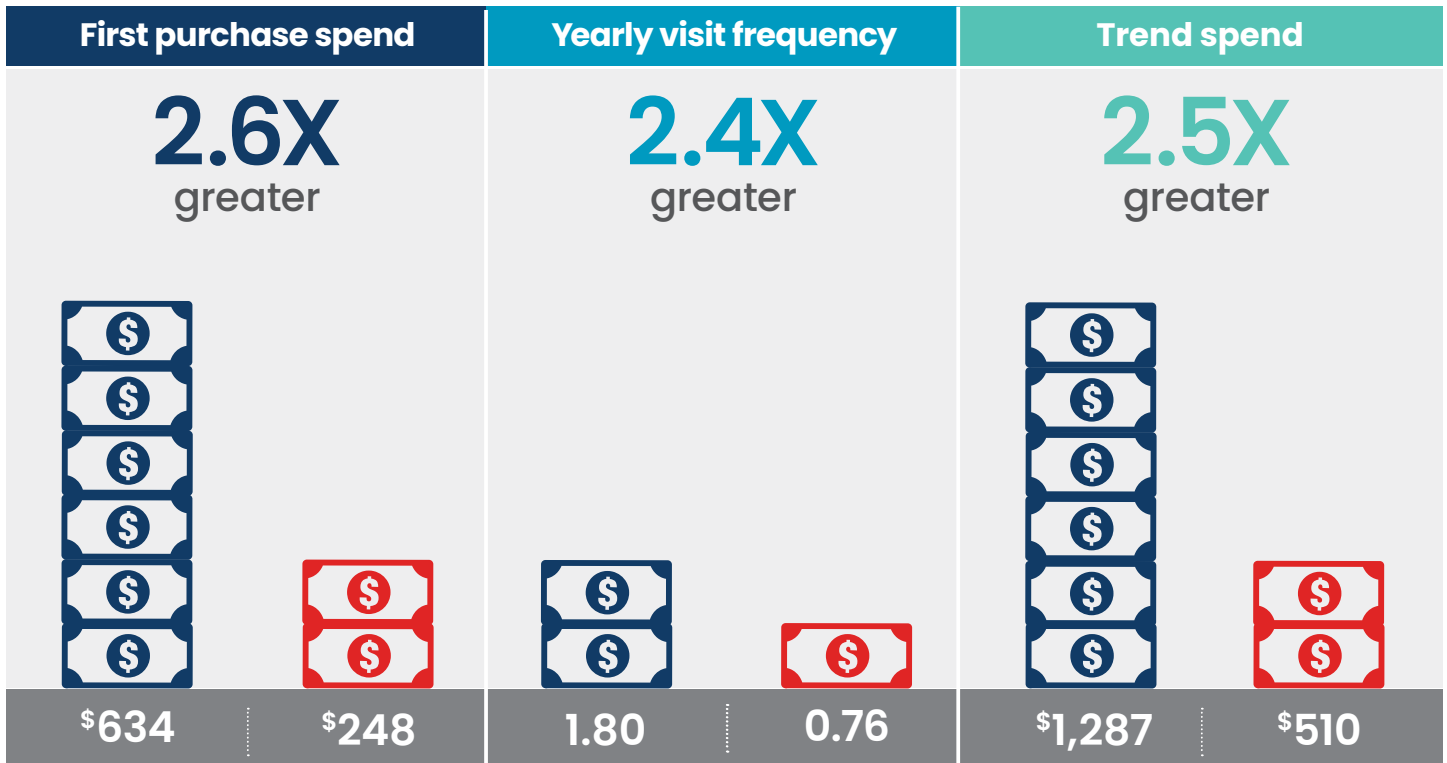
4.6 million+
cardholders nationwide



300+
support specialists

Loyalty and Profitability

The Bosch Module Credit Card isn't just a payment solution, it's a loyalty platform. CFNA cardholders' purchases made with their CFNA Credit Cards translate to higher ticket sales. And those same cardholders make purchases with their cards more frequently, ultimately spending more with their CFNA cards than any other form of payment.



CFNA Credit Card
 Other payment method

*Profile of national multi-location tire and service retailer; trend spend based on 2020 - 2022 data.

Program Basics

What's in it for you?	What's in it for your customers?
<ul style="list-style-type: none">✓ The opportunity for your business name to be printed on every card opened✓ 6-Months financing to offer customers so they can say "yes" to more and bigger purchases✓ Processing solutions that integrate with your business - and don't require any special hardware	<ul style="list-style-type: none">✓ 6-Months financing on purchases \$149 and up✓ Higher likelihood for credit approval✓ Generous credit limits - up to \$4,500 available

6-Months Financing

Offer your customers 6-Months financing on big ticket items without having to manage or track anything yourself.

Promotional Financing Available

on purchases \$149 and up

The graphic features a credit card with a blue and white design. The card displays the text "Automotive Service & Maintenance", the card number "123 456 789", the name "JOHN Q. PUBLIC", and the CFNA logo. The background of the graphic is a dark blue gradient with a faint image of a car.

DEFERRED INTEREST IF PAID IN FULL WITHIN 6 MONTHS*

\$149 minimum purchase required. Interest will be charged to your account from the purchase date if the purchase balance is not paid in full within 6 months.

***MINIMUM MONTHLY PAYMENTS REQUIRED.** APR: 28.8%. Minimum Finance Charge: \$2.00. Terms are subject to change.

Marketing and Creative Services

Point-Of-Purchase Materials

We go the extra mile to help you advertise the credit card and 6-months financing option with free, professionally designed and printed point-of-purchase (P.O.P.) materials.

Your kit could include items like:

- Mouse pad
- Door decal
- Poster
- Window cling
- Table tents
- Tire insert
- Tear-pad flyer
- Monitor stick-on
- Counter mat



TEAR-PAD FLYER

MONITOR STICK-ON

POSTER

Customer Advertising

Partner with us and you have access to data-driven marketing.

- Advertise your choice of offers or special sales events
 - We coordinate professional design, printing, and mailing
- ...all at a discounted cost!



Merchant Services

Training



CFNATraining.com available 24/7 to help you sell more tires and service.



Personal, consultative support and tailored sales coaching.



Playbook training series lays out easy to follow "how to's" to meet credit card program goals.

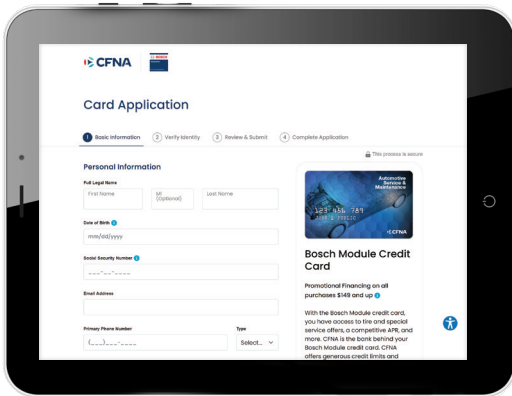
Processing



CFNA offers a low maintenance, easy-to-use credit card processing solution that integrates with your business.

- Simple software download— no terminal or processing equipment required
- Windows-based PC running Windows 7 or newer connected to a printer
- Payment Card Industry (PCI) compliant— no sensitive information is stored on your PC
- Safe and secure

Kiosk Application



Our online application experience customized for your in-store environment.

- Customers can apply for the CFNA card anywhere you set up your kiosk, like a tablet in your waiting room.
- You get more flexibility, and your customers get more privacy.

Banking

The process is easy. You get paid first, and we track the rest.



CFNA validates and accepts a customer's valid charge(s)



CFNA settles with you within 24-48 hours in most cases



CFNA transmits funds to your bank's business checking account via the Automated Clearing House



CFNA provides you with an e-accounting report itemizing and totaling charges and credits

Notes

A series of horizontal dotted lines for taking notes.

Ready To Get Started?

Go to CFNAMerchantConnect.com to fill out our quick application.

Questions?

Call: **800.527.6770** | Email: Sales@CFNA.com

