



MEDIA CONTACT:

Carissa McCabe
GroundFloor Media
303.865.8146

cmccabe@groundfloormedia.com

FOR IMMEDIATE RELEASE

**BELLCO CREDIT UNION AND AUTOMOTIVE AVENUES TEAM
TO EDUCATE CAR BUYERS IN COLORADO**

*Robust microsite, www.BetterCarBuyer.com, designed to
provide tips and help educate consumers*

GREENWOOD VILLAGE, Colo. (March 15, 2011) –In an effort to ease the car-buying experience for customers, longtime partners [Bellco Credit Union](#) and [Automotive Avenues](#) have launched a new, resource-focused microsite: www.BetterCarBuyer.com.

With nearly 100 years' combined experience serving the people of Colorado, Bellco and Automotive Avenues today launched www.BetterCarBuyer.com, a website designed to help educate consumers and provide them with tools & tips they need to know when purchasing a vehicle. Functionality provided on the site includes:

- Virtual test drive to provide a detailed look at key features for thousands of car makes and models
- Car loan calculators to help consumers plan for auto loan costs and payments
- Educational videos to provide helpful tips to be a smart car buyer
- Access to an online inventory of thousands of new and used cars

“Buying a car is an emotional process – not to mention a significant financial investment,” said Bill Green, president and general manager of Automotive Avenues. “Bellco and Automotive Avenues are committed to placing customers in the driver’s seat, literally and figuratively.”

Bellco, which is celebrating its 75th anniversary this year, has worked with Automotive Avenues for more than 20 years.

“Bellco is committed to improving our members’ financial options by offering the best rates and financial products in Colorado,” said Karrie Marchese, director of lending at Bellco Credit Union. “We believe our partnership with Automotive Avenues helps to simplify an important financial decision – car buying – for our members by helping them get the car they want.”

About Bellco Credit Union

Bellco is one of Colorado’s largest credit unions, with nearly \$2 billion in assets, more than 350 employees and 16 branches in Colorado. Founded in 1936, Bellco offers a full range of financial products and services including auto loans, mortgages and checking accounts. Today, Bellco Credit Union has 193,000 members and more than 1,000 Select Employee Groups who offer credit union services to their employees. Member advantages include lower interest rates on loans and higher yields on savings, as well as access to thousands of surcharge-free ATMs. Bellco actively supports the community by donating funds and employee volunteer hours to many Denver-area and Grand Junction organizations.

About Automotive Avenues

Automotive Avenues is Denver's largest credit union endorsed dealership and was founded in 1987 as an alternative to the traditional automotive franchise dealership. The Automotive Avenues team exists to provide YOU with a world-class experience every time! Automotive Avenues' proudly provides: One-stop auto shopping with thousands of new and used vehicles to choose from; Non-commissioned sales consultants; No-haggle prices set at or below market value; Direct access to credit union financing (with approved credit); "Peace of Mind" Pre-Owned Protection, Return and Exchange Policies; and Automotive Avenues will buy your car, even if you don't buy theirs. Real-time inventory and other valuable information can be found online at www.AutoAves.com.

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