Leasing Companies:
Increase Client Satisfaction & Profitability

swapalease.com
Agenda

• The Market Need
• What is Swapalease.com
• Lease Transfer Benefits
• How Swapalease.com Works
• How Swapalease.com Can Help
• Next Steps
• Contact Information
The Market Need - Automotive Leasing Overview

Market Size
- Approximately 20% of new vehicles are leased
- ~ 2.3 million new leases in 2010
- ~ 2.5 million new leases in 2011
- ~ 2.8 million new leases in 2012
- ~ 3.0 million new leases forecasted in 2013

*Annual lease calculations based on Polk U.S. new vehicle registration data.

Why Leasing Works
- Lower monthly payments
- More car & can change more often
- Less maintenance and fewer repairs
- Potential tax savings and benefits
- Little or no money down, just want a monthly payment, car is a monthly expense, not a capital investment
The Market Need - Changes That Affect Lessees

“Why I need/want out of my lease?”
• Financial situation changes
• Family lifestyle changes
• Want the new model
• Get tired of car
• Relocation

“How can I get out of my lease?”
• Sell it back at a loss
• Ride it out dissatisfied
• Repossession potential
• Transfer lease to someone else
What is Swapalease.com - Business Overview

• “Enabler” of lease transfer
• Bringing sellers and buyers together

• Make it easy
  • Thousands of searchable vehicle listings
  • Telephone consultation
  • Great working relationships with lessors
What Is Swapalease.com - Quick Facts

Swapalease.com
• The online lease transfer marketplace pioneer
• Featured in many well known publications including the Wall Street Journal, Newsweek, Car & Driver, Consumer Reports, & Automotive News

Site Traffic
• 2.5+ million visits (1.5+ million unique)
• 30+ million page views
• 11+ million vehicle searches

Success & Effectiveness
• Thousands of in-process leases available
• Tens of thousands of lease transfers initiated
• Great success when working with leasing partners
• Work with AutoCheck, SmartCredit, Inspectmyride, Ready Auto Transport, & other vehicle service companies to help ensure smooth transactions
Lease Transfer Benefits - Consumers

Lease Sellers (Want Out)
• Satisfies my need/want to change my current situation
• The most cost effective & economical way to exit a lease
• Transferring a fully transferable lease not harm my credit

Lease Buyers (Want In)
• Creates a “shorter-term” lease option
• Take advantage of the original lessee’s down payment and/or trade equity
• Permits trying out a model before buying/leasing long-term
• Change vehicles even more often then standard leasing allows
• Can address an unique family/employment situation
Lease Transfer Benefits - Leasing Company

• Eliminates a dissatisfied lessee who feels trapped
• Generates a potentially more credit-worthy lessee
• Builds client database for additional marketing reach
• Revenue generation through transfer related fees
• Creates two future buying opportunities:
  1. Seller who typically wants/needs a new vehicle now
  2. Buyer who gets a chance to try your vehicle & make a longer-term commitment in the future

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How Swapalease.com Works - Overview

Goal of Matching Sellers & Buyers through...

• Searchable information packed lease transfer listings
• Knowledgeable, courteous, & well trained CSRs
• Dedicated sections by make/model & geography
• Outbound communication (email, Facebook, Twitter)
• Content detailing lease & transfer information
• Ancillary services to help facilitate transfers (transportation, vehicle inspections, escrow)
How Swapalease.com Works - Easy 3 Step Lease Transfer

1. Agreement
2. Credit Approval
3. Transfer Documents

Experienced swapalease.com Telephone Consultation & Customer Support

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How Swapalease.com Can Help - 
Overview

• Greater Client Satisfaction
• New Revenue Center
• Financially Troubled Loss Mitigation
• Incremental Future Car Sales/Leases
• Lease Transfer Best Practices to Make It Easy
• Future Integration Potential (online credit apps)
• Email & Online Lessor Advertising Opportunities
# How Swapalease.com Can Help - Best Practices Recommendation

<table>
<thead>
<tr>
<th>Best Practices</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Post Transfer Liability</td>
<td>No</td>
</tr>
<tr>
<td>Key Contacts</td>
<td>✓</td>
</tr>
<tr>
<td>Well-defined Transfer Process</td>
<td>✓</td>
</tr>
<tr>
<td>Online Credit Process</td>
<td>✓</td>
</tr>
<tr>
<td>Credit Application Fee</td>
<td>$100.00</td>
</tr>
<tr>
<td>Lease Transfer Fee</td>
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<tr>
<td>Credit Decision Turnaround</td>
<td>2 Days</td>
</tr>
<tr>
<td>Transfer Document Processing</td>
<td>3 Days</td>
</tr>
<tr>
<td>Lease Transfer Completion</td>
<td>2 Weeks</td>
</tr>
</tbody>
</table>
Next Steps

• Review and discuss lease transfer opportunities internally among key lease team members
• Schedule a conference call with Swapalease.com for outstanding questions and clarification purposes
• Set up a face-to-face meeting with key lease team members and Swapalease.com to discuss opportunities
Contact Information
Scot Hall
EVP of Operations
513-381-0100 ext. 1000
shall@swapalease.com
Swapalease.com
11224 Cornell Park Drive
Cincinnati, OH 45242
Fax: 513-381-1091
Swapalease.com Home Page
### Subaru Clearance Sale

#### Featured Vehicles

<table>
<thead>
<tr>
<th>Model</th>
<th>Mileage</th>
<th>Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012 BMW 3 Series</td>
<td>25</td>
<td>$325</td>
</tr>
<tr>
<td>2013 BMW 5 Series</td>
<td>35</td>
<td>$525</td>
</tr>
<tr>
<td>2014 BMW X1</td>
<td>45</td>
<td>$244</td>
</tr>
<tr>
<td>2015 Mercedes-Benz C-Class</td>
<td>55</td>
<td>$325</td>
</tr>
<tr>
<td>2016 Mercedes-Benz E-Class</td>
<td>65</td>
<td>$345</td>
</tr>
</tbody>
</table>

**Select Your Search**

- Make: *Select Make*
- Model: *Select Model*
- Year: *Select Year*
- Location: *Select Location*

**Find Nearby Auto Source**

- Zip Code: *Enter Zip Code*

**Additional Features**

- Payments Calculator
- Compare Vehicles
- Get Your Free Quote Today!

**Need a lower payment?**

**Smart Credit: Glance or Call 877-761-3070**

[Learn More](https://www.swapalease.com)
LEASE 101

Welcome to Swapalease.com - Lease 101

Leasing a car can be a great way to get the car of your dreams but sometimes you may find the need to get out of your lease early, which can be expensive. To meet this need Swapalease.com, the world's first and largest online automotive lease transfer marketplace, helps sellers looking to get out of a lease, find buyers looking to take over a short-term car lease.

LEASE 101 is Swapalease.com's introduction to automotive leasing and the lease transfer process. Learn the ins and outs of lease transfers and how to avoid the pitfalls of exiting your lease. Visit Swapalease.com and LEASE 101 if you can learn your degree in lease transfers and become an expert lease shopper!

Swapalease.com is the only genuine online marketplace of in-process vehicle leases, matches individuals who need to get out of their lease with people who are looking to take over their lease agreements. Prospective buyers can search the listings for the exact vehicle you want and then negotiate a fair market deal. End of your lease and start a new!

Swapalease.com lists each vehicle to acquire, sell, and trade leased automobiles. The Swapalease.com marketplace is not only comprised of existing leases that are available for assignment by another buyer, but also new lease offerings from automotive dealers throughout the country for an even greater selection. Additionally, Swapalease.com offers a variety of auxiliary services including credit reports, vehicle inspections, lease calculators, educational products, and logistic services to assist customers in the acquisition or sale of their leased vehicles.

Swapalease.com is the world's largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company's patented processes. Conceptualized in 2007, it has evolved into a leading automotive consumer online destination spanning across all aspects of the automotive leasing lifecycle including education, research, pricing, availability, and lease transfers. The company has been featured in such as CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google, and as an online marketing case study. Swapalease.com is headquartered in Cincinnati, Ohio, and is privately held.

Next Steps:
- Transition Lease
- Ready to Transfer Your Lease? Get Started Now!

Testimonials:
- Signed up with Swapalease.com in 2012, the lease was sold in 3 days
- Top level service and would definitely use Swapalease.com again!
- - M. Silco
Swapalease.com Leasing
Company Information Results

LEASE COMPANY INFORMATION

The team at Swapalease.com prides itself in being the number one resource for automotive lease transfers providers. For this reason we need your help in both researching new leasing companies as well as keeping the information current that has previously been collected. Please contact Swapalease.com if your leasing company is not listed, or if you are aware of changes for any leasing companies that are currently listed below.

Quick Reference Section for the Top 10 Lease Transfer Companies:

1. BMW Financial Services
2. Mercedes-Benz Financial
3. Ally
4. Toyota Financial Services
5. Ford Motor Credit Company
6. US Bank Corp.
7. Nissan Motors Acceptance Corporation
8. Lloyds Financial Services
9. INFINITI Financial Services
10. Volkswagen Credit

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You May Also Like:

1. Mercedes-Benz S-Class Lease
2. Audi A6 Lease
3. Buick LaCrosse Lease
4. Mazda 6 Grand Touring Lease
5. Volkswagen CC Lease
6. Chevrolet Malibu Lease
7. Chrysler 300C Lease
8. Audi Q5 Lease
9. Toyota Camry Lease
10. Cadillac STS Lease

Top Leases Email Subscription:

Our weekly email newsletter sends you the best deals on Swapalease.com. Join for FREE.

Vehicle Search:

Search for leases by make or state.

Enter email address: SUBMIT

Click Here for Specials!
Company Information Details

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Are you a leasing company representative? Click Here to contact Swapalease.com.

LEASE COMPANY LEASE TRANSFER DETAILS

Leasing Company: US Bank Corp.
Lease Transfer Restrictions: Transfers are not permitted in the first 13 months of the lease term. Transfers are not permitted to AH and M.
Lease Buyer Credit Application Fee: $150.00
Lease Transfer Fee (typically $500.00 paid by lease buyer)
Down Original Leases Remain Usable?
Mileage Issues at Transfer: Per original
Year & Mile Issues at Transfer: Per original
Does Sporadic Deposit Transfer?
Other Policy Information: Lease can only be transferred one time. Co-applicant must be a spouse (no exceptions).

LEASE COMPANY CONTACT INFORMATION

Phone: 877-335-1424
Alternate Phone: 800-374-4235 option 7
Website: https://www.swapbank.com/lease-line/start-a-lease/ndc.html
Lease Transfer Website: https://www.swapbank.com/you-are-only-signed.html?linkid=and_perfornted&anne_get&credit_line AndaAaFZcghm:

The above information is to the best of our knowledge. It is not guaranteed by Swapalease.com and subject to change.

Back to Lease Company List Return to Home Page

EXIT LEASE FIND LEASE

YOU MAY ALSO LIKE...
1. Lexus ES 350 F Sport Lease
2. Vtec Mi Lease
3. Mazda Mi Lease
4. Chevrolet Malibu Lease
5. Honda Civic Lease
6. Volkswagen Passat Lease
7. Mercedes-Benz C Class Lease
8. Honda Accord Lease
9. Honda MAZDA Lease
10. Kia Optima Lease

TOP SWAPS EMAIL SIGNUP
Our weekly email newsletter sends you the BEST deals on Swapalease.com. Join for FREE

Enter email address: SUBMIT

VEHICLE SEARCH
Search for leases by make or date.

About: SEARCH