



Versatile Credit Partners with 10 Alabama Tire Pros Stores

Havoline Xpress Lube/Tire Pros adds in-store credit solution

Mechanicsburg, Pa. — March 7, 2018 – Versatile Credit, the leading retail service provider linking lenders with consumers applying for in-store credit, and Havoline Xpress Lube/Tire Pros have partnered to place Versatile’s in-store retail credit system in 10 northern Alabama shops.

Havoline Xpress Lube/Tire Pros offers customers a choice of more than 30 top tire brands along with engine, brake and transmission care and repair. The Versatile Credit self-service solution provides a private, secure and fast credit application process for customers.

Scott Roberson, tire program director for the stores, said the Versatile Credit system was added after completing a successful pilot project resulting in a 25 percent increase in credit applications and sales up 10 percent.

“We wanted a system that made it easy and quick for customers to apply for credit and one that would remove any fears they might have about sharing their personal financial data,” he said. “The Versatile System provided just what we were looking for.”

Roberson said the Versatile Credit system also removed sales associates from the credit process, allowing them to spend more time assisting other customers.

Kevin Lawrence, vice president sales and marketing for Versatile Credit, said the company’s service has proven very successful for Tire Pro business owners. Consumer finance is new for many of these owners and requesting personal information from them can be uncomfortable and awkward. That is especially true when the customer is a neighbor or someone the service advisor does business with.

“We free the service advisor to focus on automotive service and leave the finance application process to our kiosk,” Lawrence said. “The application process takes only a few minutes to complete and credit decisions are usually returned in seconds. Applicants love the simple, safe and secure process that eliminates any embarrassment resulting from a decline.”

Customers enter their credit data using a touchscreen on a Versatile Credit floor-standing kiosk. Other device options include countertop kiosks, tablets or merchant-owned computers.

Havoline Xpress Lube/Tire Pros will begin with only a primary lender. However, the Credit Cascade feature from Versatile Credit allows applications denied by a primary lender to be sent to a secondary lender or rent-to-own providers – reducing credit denials by up to 40 percent.

Versatile Credit is in use in thousands of retail storefronts across North America. Since 2007, Versatile Credit has facilitated more than \$20 billion in approved retail credit.

About Havoline Xpress Lube/Tire Pros

Havoline Xpress Lube/Tire Pros offers a full range of tires for cars, vans and trucks along with total car care service and repair. The shops are part of Tire Pros, the nation's largest network of elite, independent, and locally-owned tire dealers.

About Versatile Credit

Privately held Versatile Credit offers an ecosystem of leading lending partners, proprietary software and services, beautifully designed hardware, and engaging visual content. This results in an exceptional experience for customers that drives more credit applications, more approvals and more sales for retailers. For more information about Versatile Credit, visit Versatilecredit.com. Follow Versatile Credit on Twitter at <https://twitter.com/VersatileCredit>.

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