

Record Breaking Start To 2010 For ACF Car Finance



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January has seen the strongest ever start to a year for sub-prime car dealer ACF Car Finance Limited, who revealed that it has smashed two of its most significant records so early in the 2010 trading period.

Despite the difficult climate and winter traditionally being a tough time for car retail, the market leading dealer achieved its best December on record for applications processed and has also seen the highest volume of applications ever processed in a single day on 4 January.

Norman Beaumont, Sales and Marketing Director for ACF Car Finance, commented: "We are delighted, given the tough trading conditions, that demand for our unique offering remains so strong. This is a great achievement for the whole team.

"New Year is a time when people take stock of their finances and make purchasing decisions according to their lifestyle needs and budget. By continuing to offer a wide variety of cars, finance tailored to each customer's individual circumstances and excellent customer and Aftersales service, we are experiencing more interest than ever before.

"Our understanding of the sub-prime market place, being able to adapt quickly to changes, whilst always embracing our Treating Customers Fairly principles, have been key to achieving this success."

Lorna Rossi, Head of Call Centre and Business Acquisition at [ACF Car Finance](#) adds: "We're delighted with such a fantastic result which is testament to the excellent level of service we offer right from the start

of the customer journey at our Call Centre. We then hand over to our Sales Executives who are fully trained to be able to offer flexible finance for each customer according to their needs, with cars starting from as little as £25 per week.

“The Call Centre looks forward to another hugely successful year and to giving even more customers greater independence through their new car.”

ACF Car Finance receives applications introduced from affinity partners, via the internet and also through traditional marketing activity for [car credit](#) and [used car finance](#). The company employs over 140 people and has eight car showrooms operating across the UK at: Leeds, Manchester, Birmingham, East Midlands, Bristol, Dunstable, Isleworth and Maidstone.

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