# Black Book Announces Integration with the Origence Consumer Loan Origination System, Simplifying Vehicle Lending Process

*New integration with the Origence consumer LOS provides lenders easy access to data for improved decision making.*

**Lawrenceville, GA (February 4, 2021)** – Black Book, known in the automotive industry for providing timely, independent and precise vehicle pricing and analytics, today announced the integration of Black Book Values, into the Origence, a CU Direct brand, consumer LOS.

The Origence consumer LOS is a comprehensive loan origination system designed to improve the lending experience for both consumers and lenders for a variety of loan products, including indirect auto loans largely driven by its connection to the CUDL network. The Origence consumer LOS removes the friction from the lending process with customizable workflows and data-driven decisions via its robust decision engine.  
  
“With the integration of Black Book data, including New and Used Car/Light Truck, Powersports, RV/Camper, and Cars of Particular Interest, Origence customers will have access to unparalleled, comprehensive industry data,” said Jared Kalfus, EVP, Revenue for Black Book. “This data, coupled with our industry-leading History Adjusted Valuations, will provide the insights necessary for financial institutions to successfully grow their vehicle lending portfolios.”  
  
Black Book’s integration with the Origence consumer LOS gives lenders another choice when customizing workflows, providing lenders easy access to data that further improves decision making and the overall vehicle lending process.

“Through our partnership with Black Book we’re able to provide the data necessary to simplify the decision-making process for lenders,” said Bill Lynch, Senior Director of Strategic Alliances for Origence. "This data forward approach is a great offering for our clients. The integration of Black Book Values into our consumer lending platform further expands our support of all types of vehicle loans for our lenders,” Lynch added.

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**About Black Book**  
Black Book® is best known in the automotive industry for providing timely, independent and precise vehicle pricing information, and is available to industry-qualified users through online subscription products, mobile applications and licensing agreements. Since 1955 Black Book has continuously evolved to ensure that it achieves its goal of delivering mission-critical information to its customers, along with the insight necessary to successfully buy, sell, and lend. Black Book data is published daily by National Auto Research, a Hearst company, and maintains offices in Georgia as well as the Canadian Black Book in Toronto. For more information, please visit BlackBook.com or call 888.696.6057.

**About Origence**  
Origence, a CU Direct brand, provides lending technology that enhances the origination experience to increase loan volume, create efficiencies, and grow membership. With Origence, credit unions can provide mortgage, consumer, indirect, and home equity loans with greater efficiency and increased scale while also delivering a convenient and personalized experience to borrowers. Further solutions include analytics, marketing and CRM, auto shopping, identity theft solutions, consulting, outsourced loan processing, and more. Origence is headquartered in Irvine, California. For more information, visit [www.origence.com](http://www.origence.com) and follow us on Twitter and LinkedIn.