

CRIF Celebrated on Nasdaq Tower for Advancing Credit Union and Auto Dealer Partnerships

ATLANTA — November 20, 2025 — CRIF lit up the Nasdaq Tower in Times Square to celebrate the momentum of its U.S. business, **CRIF Select**, and its growing impact on the auto lending ecosystem.

The spotlight recognizes a major milestone: supporting **8,000+ auto dealerships** and partnering with **140+ credit unions** to make indirect lending simpler, faster, and more connected. As the lending landscape evolves, CRIF Select continues to help credit unions reach more borrowers, streamline underwriting, and strengthen dealer relationships through modern technology and hands-on expertise.

“Seeing CRIF on the Nasdaq tower is more than a celebration—it’s recognition of the hard work our U.S. team puts in every day,” said *Jeremy Engbrecht, President of CRIF Select*. “We are committed to helping credit unions grow their indirect lending programs and supporting dealerships with fast, reliable, and compliant lending experiences.”

For more than two decades, CRIF Select has been a trusted partner to credit unions, helping them expand portfolios, enhance member satisfaction, and build dealer networks that support long-term growth.

The Nasdaq feature also marks the U.S. introduction of CRIF’s **What’s Next** vision—its global commitment to innovating decisioning, digital lending, and seamless borrower experiences. In the U.S., this means stronger dealer–lender connectivity, automated decisioning, deeper insights for safer growth, and technology that reduces friction from application to funding.

Lighting up Times Square isn’t just a moment of recognition—it’s a reminder of CRIF’s ongoing commitment to a digital, data-driven, and member-focused future for U.S. lending.

Learn more about how CRIF Select supports credit unions and dealerships at www.crif.us.

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