

**NEWS RELEASE**

Contact: Joe Mecca

VP, Communication / Spokesperson

919-420-8044 [/jmecca@coastal24.com](mailto:/jmecca@coastal24.com)

Contact: Heath Combs

Truliant PR Strategist, 336-293-2054

[heath.combs@truliantfcu.org](mailto:heath.combs@truliantfcu.org)

**Coastal and Truliant Credit Unions Partner to Launch Credit Union Auto Marketplace**

**WINSTON-SALEM, N.C. (December 10, 2024) –** [Coastal Credit Union](https://www.coastal24.com/) and [Truliant Federal Credit Union](https://www.truliantfcu.org/) have partnered with TrueBuy Automotive to create Credit Union Auto Marketplace, a modern preowned auto-buying experience tailored for credit union members.

The dealership is physically located at 4990 University Parkway in Winston Salem, and can serve members through:

* Quick, online car finding with a database of thousands of vehicles
* No-haggle pricing with discounts for credit union borrowers
* Free home delivery within 250 miles

Structured as a credit union service organization (CUSO), CU Auto Marketplace enables Coastal and Truliant to offer discounted preowned auto pricing as a valuable new perk for credit union members, while providing the credit unions with additional opportunities for their auto lending programs.

“Auto lending has long been at the core of the credit union business model,” said Tyler Grodi, Coastal’s president and CEO. “Being able to enhance our members’ experience by saving them time and money in their search deepens our relationship and adds tremendous value to their membership.”

The new dealership is at the previous location of the Credit Union Auto Buying Service (CUABS), powered by Truebuy Automotive, in Winston-Salem.

“Truliant is excited to partner with Coastal Credit Union to provide a robust and straightforward auto buying experience with a great selection,” said Todd Hall, president and CEO of Truliant Federal Credit Union. “This partnership elevates each of our offerings to members by empowering them with a convenient way to buy their next vehicle.”

**About Coastal Credit Union**

Coastal Credit Union is a not-for-profit, member-owned, financial cooperative, offering a full range of financial products and services. Coastal was chartered on August 31, 1967, with the mission of fostering the credit union philosophy of “people helping people.”  Today, with $5.40 billion in assets, Coastal serves 336,000 members from 1,800 business partners and is among the leading financial institutions in North Carolina. Coastal operates 23 locations in central North Carolina and serves members in all 50 states through a network of 5,600 shared branches, 30,000 surcharge-free ATMs, mobile banking featuring mobile check deposit, and a robust offering of online services at [www.COASTAL24.com](http://www.coastal24.com/). For more Coastal news, visit our [online newsroom](https://www.coastal24.com/Why-Coastal/Inside-Coastal/Newsroom).

**About Truliant Federal Credit Union**  
Truliant is a mission-driven, not-for-profit financial institution that improves lives by providing great service and straightforward financial solutions. A top 100 U.S. credit union, Truliant was chartered in 1952 and now serves 340,000+ members. Truliant has more than 35 branches in North Carolina, South Carolina and Virginia.

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