

# GrooveCar Welcome Packet

Thank you and welcome aboard the GC Direct program.

We look forward to having your auto resource completed and ready for your members to use.

Please review our *GCDirect Welcome Packet* then complete and return this page. This will allow us to finalize your site and enable your credit union to go live with your customized marketing material.

Please **choose one (1) campaign** found in this packet, and **return to us within 2 business days**.

Please allow 5 business days for marketing material requests to be delivered.

Date: \_\_\_\_\_

Proposed Launch Date: \_\_\_\_\_

Credit Union Name: \_\_\_\_\_

Please Provide **Credit Union Logo**, hi-resolution **vector** format (AI, EPS)

Credit Union email address(es) to receive leads: (1) \_\_\_\_\_

(2) \_\_\_\_\_

(3) \_\_\_\_\_

**Pick your materials, all design directions and samples on subsequent pages:**

*Please choose 1 campaign.*

*Each campaign will be customized with your credit union name, logo, URL and color theme (where applicable)*

☐ Campaign #1 - Road

☐ Campaign #2 - Tool

☐ Campaign #3 - Easier

**Campaign materials to include:**

**CU Flyer\*** - 8.5" x 11", **Buck Slip/Insert\*** - 7.5" x 3.5", **Quarterly Newsletter, Social Media Posts**

**CU Homepage banner pixel size:** \_\_\_\_\_ x \_\_\_\_\_

**Other marketing materials available: (please indicate desired items)**

☐ Poster 1 - 22" x 28"\*

☐ Additional Refinance Banner pixel size (if different from above) : \_\_\_\_\_ x \_\_\_\_\_

☐ Email Blast



**Pick your video:**

*Each video will be customized with your credit union name, logo, URL and color theme (where applicable)*

Video Title Name: \_\_\_\_\_

Video Title Name: \_\_\_\_\_

[Click Here for Email Blast and Video Library](#)

\* Marketing materials are available as a hi-res PDF format. GrooveCar does not provide any printed materials.

Please return this form to Tasha Riddle: triddle@groovecar.com

**GrooveCar**  
Direct  
www.groovecarinc.com

### Banner\*/Insert

## FOR THE ROAD AHEAD

Wherever life takes you,  
get there with a new vehicle  
from our auto buying center.

[cu.groovecar.com](http://cu.groovecar.com)



Copy:

FOR THE ROAD AHEAD


Wherever life takes you, get there with a new vehicle from our auto buying center.

[cu.groovecar.com](http://cu.groovecar.com)

### THE POWER OF CAR BUYING IS AT YOUR FINGERTIPS.

- ✓ Research millions of vehicles in our massive inventory
- ✓ Save time and money with credit union pre-approval
- ✓ Refinance your existing auto loan
- ✓ NADA Trade-In Values – find out what your car is worth
- ✓ Free CarFax, vehicle comparisons, and more!

Experience it now!  
[cu.groovecar.com](http://cu.groovecar.com)



credit union logo

Copy:

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### Flyer/Poster

## FOR THE ROAD AHEAD

Wherever life takes you, get there with a new vehicle  
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The power of car buying is at your fingertips!

Experience it now!  
[cu.groovecar.com](http://cu.groovecar.com)

credit union logo



Copy:

FOR THE ROAD AHEAD

Wherever life takes you, get there with a new vehicle from our auto buying center.

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The Power of Car Buying Is at Your Fingertips.

Experience it now!

[cu.groovecar.com](http://cu.groovecar.com)

### Banner\*/Insert

**THE SMART TOOL FOR AUTO BUYING**



Shop for your next vehicle with confidence  
[cu.groovecar.com](http://cu.groovecar.com)

#### Copy:

THE SMART TOOL FOR AUTO BUYING

Shop for your next vehicle with confidence

[cu.groovecar.com](http://cu.groovecar.com)

#### Copy:

THE POWER OF CAR BUYING IS AT YOUR FINGERTIPS.

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[cu.groovecar.com](http://cu.groovecar.com)



*credit union logo*

### Flyer/Poster

**THE SMART TOOL FOR AUTO BUYING**



**Shop for your next vehicle with confidence**

- ✓ Research millions of vehicles in our massive inventory
- ✓ Save time and money with credit union pre-approval
- ✓ Refinance your existing auto loan
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The power of car buying is at your fingertips!

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[cu.groovecar.com](http://cu.groovecar.com)

*credit union logo*

#### Copy:

THE SMART TOOL FOR AUTO BUYING

Shop for your next vehicle with confidence

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The Power of Car Buying Is at Your Fingertips.

Experience it now!

[cu.groovecar.com](http://cu.groovecar.com)

\* Please provide banner pixel size on cover sheet



### Banner\*/Insert

***Car Shopping Has Never Been Easier!***

Search the largest selection of vehicles with our convenient auto shopping website.

Experience it now!  
**cu.groovecar.com**



#### Copy:

Car Shopping Has Never Been Easier

Search the largest selection of vehicles with our convenient auto shopping website

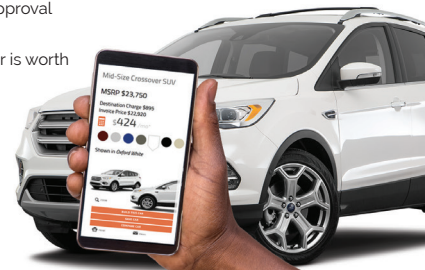
cu.groovecar.com

***The Power of Car Buying Is at Your Fingertips.***

- ✓ Research millions of vehicles in our massive inventory
- ✓ Save time and money with credit union pre-approval
- ✓ Refinance your existing auto loan
- ✓ NADA Trade-In Values – find out what your car is worth
- ✓ Free CarFax, vehicle comparisons, and more!

Experience it now!  
**cu.groovecar.com**

credit union logo



#### Copy:

The Power of Car Buying Is at Your Fingertips.

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cu.groovecar.com

### Flyer/Poster

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credit union logo



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\* Please provide banner pixel size on cover sheet

### Introduction

The *Instant Search Embeddable Form* is an interactive car search widget which can be placed on your own website. It allows your members to begin their search for new and pre-owned cars without leaving your website.

From a technical standpoint, the *Instant Search Embeddable Form* is a JavaScript based widget which relies on CORS to communicate with your GrooveCar website.

The easy-to-use script builds DOM on your web page, giving the ease of use of an `iframe` (just a few lines of markup), with none of the drawbacks.

### Embedding the Widget

To display the form on a page, simply insert the following `script` tag inside of a container:

```
<div id="gcSearch" style="width: 300px;">
  <script src="https://SUBDOMAIN.groovecar.com/select-embed/ui/js/select-embed.js"></script>
</div>
```

Replace `SUBDOMAIN` in the URL of the script with your own GrooveCar sub-domain.

The widget will fill out the width of its parent, and can be as wide or narrow as you like. We find 300 pixels wide to be aesthetically pleasing and usable, and around 275 pixels wide is near the minimum width. Be aware that the height of the widget is somewhat variable depending on whether or not the user is searching for new or pre-owned cars.

### Styling the Widget

By default, the *Instant Search Embeddable Form* will be styled using the same colors and fonts your GrooveCar site uses.

However, since the widget is a first-class citizen of your own web page and not an `iframe`, you're free to use CSS to style it in any way you see fit. All CSS classes in the form's DOM are prefixed with `sef_`, and IDs are prefixed with `id_sef_`.

If you have any questions, please feel free to reach out to us for support.

Example of embedded widget

Example of embedded widget on a credit unions home page