



Our Commitment to You

Congratulations and welcome to the exclusive, new Capital One Auto Finance® Diamond Partner Program.

Your selection as one of fewer than 400 Diamond Partner dealerships across the country reflects our high regard for your business. It also implies a substantial promise of time, resources, and daily dedication to you:

As your Diamond Partner, we promise to deliver exceptional service, flexibility, and quality that will foster a mutually rewarding experience and set a new standard for our industry. We will continuously solicit your feedback and find new ways to help you sell more cars and earn greater profits, with less hassle.

As our Diamond Partner, you promise to help us develop a more profitable portfolio with your dealership. Give us a better look to book by increasing the quality and quantity of deals you send us. Most importantly, be our gatekeeper to ensure the right customer gets into the right vehicle, preventing charge-offs.



Jeppe Heidemann, *Senior Director – National Sales and Originations*



Sanjiv Yajnik, *President and Chief Executive Officer*



You are the #1 Focus

As an exclusive Capital One Auto Finance® Diamond Partner, your business is our focus. Your applications, your calls to us, and even your funding will be prioritized over other dealerships. You'll receive frequent portfolio reviews with enhanced reporting, and personal visits.

PRIORITY APPLICATIONS AND FUNDING

We've upgraded our systems to make your business our first priority.

Every one of your deals moves to the top of our application queues and the top of our funding stack. It's automatic, so you can always count on the fastest possible response. And, as a Diamond Partner, when you have questions or concerns, we'll answer your calls and return your messages first.

ENHANCED PORTFOLIO REVIEWS

As a Diamond Partner, you'll receive frequent portfolio reviews with enhanced reporting that will help us make informed, strategic decisions together. You'll get vital details on your contract portfolio and even where your dealership ranks among others.

We believe the more information we share with you, the stronger our partnership will grow.

PERSONAL ATTENTION

Our relationship as Diamond Partners will be deeper and more personal. We'll listen and learn about your business. We'll explore opportunities together. We'll do our best to cultivate this Diamond Partnership into a long-term, mutually rewarding relationship.



Flexible Deal Structuring

As an exclusive Diamond Partner, you'll receive incremental approvals. Our buyers will work with you to structure deals and get them done. This ensures each incremental approval works for both of us.

MORE BUYER AUTHORITY MEANS MORE UNIQUE APPROVALS

Because you're a Diamond Partner, the increased buyer authority and flexible decisioning you asked for, is now yours. We're allowing our buyers to rehash deals based on the strength of the deal, or if a deal falls outside of our standard guidelines, our buyers can do a manual review. They're empowered to work with you on the deal structure, with front-end advances, down payment, and back-end all subject to review. If there's something we can do to make a deal work, we'll do it.

As our Diamond Partnership evolves, so will our flexibility and features.



Share the Commitment – Share the Success

As one of fewer than 400 Capital One Auto Finance® Diamond Partners, you'll receive exceptional service and added flexibility for more unique approvals. That is our long-term commitment to you. In return, we ask you to help us develop a stronger and more profitable portfolio with your dealership.

WHAT WE ASK OF YOU

As a Diamond dealer, we ask that you give us first look on every deal and commit to sending us the contract if we have a competitive approval. Above all else, be our gatekeeper to help prevent high-probability charge-offs from reaching our books. By allowing us to "win the ties" and helping us protect our portfolio, we will strengthen our long-term partnership and further our success together.





Diamond Partner Program Overview

Welcome to the Capital One Auto Finance® Diamond Partner Program. It's an exclusive new program developed to build long-term relationships with a select group of dealers, and it could not have come at a better time. As most lenders have scaled their programs back, we asked "What can we do to build long-term relationships with our dealers that promote stability and growth?" The Diamond Partner Program is the answer. This partnership and the benefits it delivers is the result of extensive feedback from dealers nationwide, as well as our sales and buying teams. What we learned is that exceptional Service, combined with Flexibility, delivers a strong Partnership.

Through the Diamond Partner Program we intend to build a relationship with those dealers that send us the majority of our volume and will be a long-term strategic partner. We will also ask that the Diamond Partners take an active role in structuring deals that better fit our needs as well.

Priority Service includes:

- Focused attention - visits, perks and unique event opportunities.
- Queues - their deals will move to the top of our application and funding queues
- Phone Calls - return their phone calls before all others.

Added Flexibility includes:

- Ability to overturn declines
- Flexibility when it comes to structuring deals
- Manual review of those deals that are just beyond our guidelines

The Dealers role in return for the added service & flexibility means giving us first look at their most qualified applications. And most important, that means being our gatekeeper to stop high probability charge-offs from coming our way. We are even asking for them not to send a contract to us when they think something's not right about it.

And as far as defining success, we are looking to the Diamond Partner Program to do three things: increase volume, increase loan profitability and have better Dealer Satisfaction Scores. We will be looking specifically at the metrics around contract volume, rate & fee changes, operations costs, exception rates, market share, and dealer preference scores.





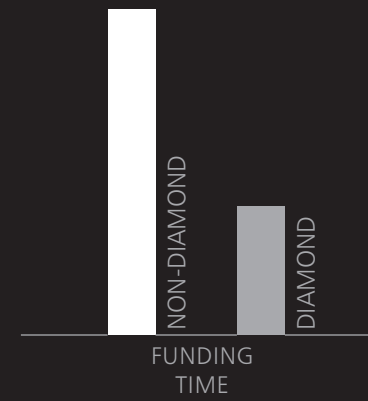
YOUR ADVANTAGE IS CLEAR CUT

AS AN ELITE DEALER, YOUR TIME HAS COME TO EXPERIENCE A COMPETITIVE EDGE IN EVERY FACET OF YOUR LENDING RELATIONSHIP.

ELEVATED SERVICE

WHEN YOU DON'T HAVE TIME TO WAIT

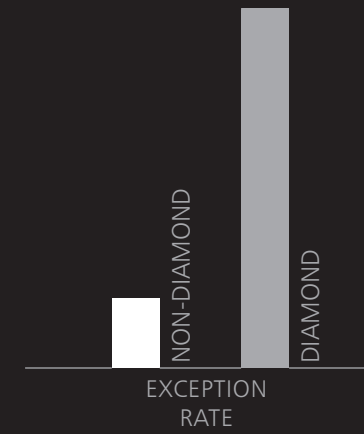
- Approvals in seconds, clean deals funded in a day
- 24/7 online deal restructuring
- Dedicated ASM and Buyer
- 95% of calls answered live
- Extended service hours



POLISHED FLEXIBILITY

WHEN YOU NEED TO GET THE DEAL DONE

- Increased buyer authority
- More common sense exceptions



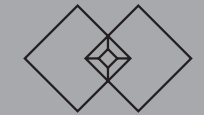
EXCLUSIVE PARTNERSHIP

WHEN YOU NEED A COMPETITIVE EDGE

- Guaranteed warranty and gap of \$2000
- Pre-Approval Events, now for Diamond only
- Deeper buying
- Compelling pilot programs



Capital One Auto Finance® reserves the right to modify or cancel any feature offered under the Diamond Partner Program at any time, at its sole discretion.



DIAMOND
PARTNER



DIAMOND PARTNER

YOUR ADVANTAGE IS CLEAR CUT

You're invited to an exclusive Diamond Partner event at Citi Field. As an elite dealer, your privileges help earn you a competitive edge. Come and discover the many enhancements we've made to your Diamond Partner Program.

Hosted by your local Area Sales Manager, and Capital One Auto Finance Executives.

October 18, 7:00 - 10:00 PM

Citi Field, Delta SKY360 Club, 3rd Base on the Sterling Level
123-01 Roosevelt Avenue, Flushing, NY 11368

RSVP by October 12, 2010
at www.regonline.com/DiamondNewYork
or contact your local Sales Manager.



*Pick your
pleasure.*



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DALLAS

Club
Events

Capital One Auto Finance® welcomes you to the Diamond Partner Club!
As our valued Club member, you'll be invited several times a year
to a richly-enjoyable event of your choice.

Whether your pleasure is performing arts, professional sports,
or gourmet cuisine, you'll find an event tailored perfectly to you.
Club events are also wonderful opportunities to build local friendships
in the industry. Select an event and contact your ASM today to RSVP.
Enjoy!

APRIL

Texas Motor Speedway Samsung 500 • Saturday, April 4, 11:00 a.m. – 5:00 p.m.

You and a guest will feel the adrenaline rush as the hottest names in NASCAR race for the checkered flag. Capital One Auto Finance will host dealers and provide food and beverages at our private tent.

Dallas Summer Musicals – Frost/Nixon • Thursday, April 30, 8:00 p.m.

After dinner at a fine restaurant, we'll head to the Dallas Summer Musicals presentation of Frost/Nixon. Frost/Nixon dramatizes how British Radio personality David Frost managed to extract the apology from Richard Nixon.
www.dallasummernusicals.org/2009.com

Dallas Mavericks vs. Utah Jazz • Wednesday, April 8, 8:30 p.m.

Catch Dirk Nowitzki, and the Dallas Mavericks battle Carlos Boozer and the Utah Jazz from the comfort of our luxury suite. Food and beverages will be provided.

MAY

Dallas Summer Musicals – Rent • Thursday, May 7, 8:00 p.m.

You and a guest are invited to wine and dine with us at a fine Dallas restaurant. Then we'll enjoy a mesmerizing rendition of RENT, the hit Broadway musical.
www.dallasummernusicals.org/2009.com

Sur la Table – Cooking Class • Friday, May 25, 6:30 p.m.

You and a guest are invited to hone your culinary skills in a private cooking class. A professional chef will teach you to make a fabulous meal, which you'll take home, along with the lasting memory of a uniquely enjoyable experience.
www.surlatable.com

The Dallas Cowboys Experience • Wednesday, May 29, 7:00 p.m.

See the NFL's newest and most innovative stadium before the first kickoff of 2009. Join us on a guided tour through the stadium. Be the envy of your neighbors when you tell them how you walked the field where America's Team will usher in a new era of football history.

JUNE

The Richard Petty Driving Experience • Tuesday, June 14, 2:00 p.m. – 7:00 p.m.

Join Capital One Auto Finance as we each ride shotgun in a professionally-driven two-seat stock car around a three-lap NASCAR track at speeds up to 165 MPH. At day's end, we'll wine, dine, and discuss our adventures.
www.1800bepetty.com

Swirl – Make Your Own Wine Event • Thursday, June 20, 8:00 p.m.

You and a guest are invited to an interactive wine and cheese tasting. You'll learn all about winemaking, and you'll make your own wine.
www.swirl.com

Skeet Shoot • Thursday, June 20, 8:00 p.m.

Bring a guest and learn the sport and tradition of shooting clay pigeons. You might just find your new passion! Dinner is included.
www.elmfork.com

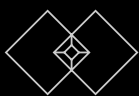
RSVP to one of these events by contacting your ASM.
Each event has a limited number of attendees, so call quickly to book the event of your choice.

Welcome to the Club!



Capital One
Auto Finance

YOU'RE INVITED



D I A M O N D
P A R T N E R

PRIME IS SERVED

Please join us at Del Frisco's for tender-aged steaks and the opportunity to learn about the next evolution of the Diamond Partner Program.

Hosted by Courtney Ferguson, your Area Sales Manager, and Capital One Auto Finance Executives.

April 21 at 7:00 PM – Del Frisco's
4725 Piedmont Row Drive, Charlotte, NC 28210

RSVP by April 14 to
courtney.ferguson@capitaloneauto.com or (980) 253-4449.





DIAMOND
PARTNER

PRE-APPROVAL EVENT HANDBOOK



D I A M O N D
P A R T N E R

WELCOME TO YOUR CLEAR-CUT ADVANTAGE.

This guide is primed with all the latest best practices for hosting your own successful Pre-Approval Event.

From setting up your dealership beforehand to navigating the deal on the big day, it's all in here.

It's just another way to strengthen our Diamond Partnership.



D I A M O N D
P A R T N E R

Pre-Approval (PA) Plays: Preparation & Tips

ONE MONTH BEFORE YOUR EVENT

Start prepping your dealership as you think about booking your Pre-Approval Event. Early preparation will help make your Event an even bigger success.

1. Ready, stock, go

Stock your sales floor with vehicles that typically do well at PA Events, starting 30 days before yours. See *PA best-selling vehicles list on page 7*.

2. Line up discounts

Find out if your Event will qualify for a manufacturer co-op to lower your out-of-pocket expenses.

If your manufacturer requires specific verbiage or logos, you must inform your Area Sales Manager (ASM) at the time you book the Event to see if Capital One® can accommodate the special request. **No modifications can be made once the event is booked.**

If you own another Diamond store in the vicinity, consider booking a PA Sister Store Sale Event at both stores.

3. Know who's calling

Set up a call-management system for your PA Event.

- Double-check the phone number you're submitting on your Event reservation form.
- Consider procuring an inbound call tracking management service or listing a different phone number than you normally use.
- Track calls that come through for your PA Event to maximize lead generation.

PLEASE NOTE: In accordance with the Fair Credit Reporting Act, Capital One cannot provide you with the names and contact information of the recipients of your event mailer.

ONE WEEK BEFORE YOUR EVENT

Start prepping your team. Create a plan and make sure everyone understands his or her role.

1. Pick a point of contact

Assign a point of contact from your dealership (F&I Manager, Sales Director, etc.) to coordinate with your Capital One ASM and funnel all dealership questions through that person.

2. Create a sales log

Having a sales log allows you to keep track of all your PA customers. *Use example on page 16 to create your own sales log.*

3. Keep the phone lines clear

Be ready to answer calls from PA direct-mail responders one week before your Event starts. *See phone script on page 13.*

Designate staff members at your dealership to answer calls (Business Development Center, Internet, etc.). Calls that go straight to the Operator may result in unregistered customers at your event, or worse, disappointed callers.

- Calls should not go straight to Salespeople. Consistency cannot be maintained this way.
- Ensure individuals designated to answer calls have a copy of your sales log to track Pre-Approval customers.

4. Be highly attentive to your PA customers

Potential PA customers should be treated with extra care and assurance.

- When they call, reinforce that the Pre-Approval is a valid offer and available at your dealership(s). Establish rapport with the customers and always try to book an appointment.

5. Charge up your salesforce

Arrange a sales meeting with your Capital One Area Sales Manager who will:

- “Coach” best practices to your sales staff and managers.
- Generate excitement at all levels of the dealership.

DURING THE SALES EVENT

Now's the time to take all of that hard work and generate some great sales.

1. Create a festive event atmosphere

If possible, hang Capital One Auto Finance banners and balloons throughout your showroom and lot to get customers excited about your Event.

2. Control the process—don't let a sale slip away

Spot PA customers as soon as they come through your doors. Every customer on the lot should be asked, "Are you here for the Capital One Pre-Approval Event?"

- Keep a sales log of your PA traffic. *Refer to page 16.*
- Fit customers to the vehicles within their credit **after** they've filled out their Pre-Approval form. This is a unique part of the Pre-Approval Event process.
- Customers should not be allowed to "shop" the dealership's lot.

3. Get deals done, backwards

First: Immediately have the customer fill out the credit application on the back of the Pre-Approval letter, if available. In addition to the information on the application, note whether they: have a co-applicant; are looking for a car, truck, or SUV; and if they have a trade-in.

Second: Hand the app to your Finance Director to submit directly to Capital One.

Third: Once you have a payment call, you can select the vehicle(s) that best fits the call. Please remember that PA customers should not be allowed to "shop" the lot first.

Some quick reminders

- Make sure the address on the customer's Pre-Approval letter matches the one submitted on the form, and in DealerTrack or RouteOne. (The application MUST be submitted using the address on the letter, regardless of a change in address. This is the ONLY way to receive an approval.)
- The name on the letter should match the name or names submitted on the form, and in DealerTrack or RouteOne.
- Submit the primary applicant first, then add the co-applicant, if applicable. This will NOT impact the first approval. The better of the two approvals may be used for funding.
- Applicants may be turned down if there have been recent changes to their CBR.



DIAMOND
PARTNER

PHONE SCRIPT
&
CUSTOMER CALL LOG

PHONE SCRIPT

Have a method in place for managing phone calls. It is important that you handle PA customers with care to establish rapport and ensure their arrival at your event.

For all calls answered

- Identify whether it's a Capital One Pre-Approval (PA) Event customer and encourage him/her to book an appointment.
- If Operator answers, direct call to the appropriate department.

Standard greeting

Dealership: Thank you for calling [Dealer Name]. Are you calling about the Capital One Pre-Approval Event?

Secure the appointment

Dealership: Great, let's schedule an appointment to bring you in to look at our selection. Please don't forget to bring in the appropriate documentation when you come to the dealership.

Tackling questions

Many customers ask about the offer. Here are our suggestions for answering some common questions:

Customer: What's my rate?

Dealership: Capital One will determine the interest rate. Rates can vary depending on the vehicle and term you choose. Capital One will tell us which interest rate you are approved for when you come in for your appointment.

Customer: Why am I receiving this? Is this a real offer?

Dealership: We've partnered with Capital One to provide financing to customers in the area; they selected you as being Pre-Approved. We'd like to set up an appointment so you can come in and see all the vehicles we have in inventory for you.

Customer: Can I take this to other dealerships?

Dealership: The offer is only valid at our dealership.

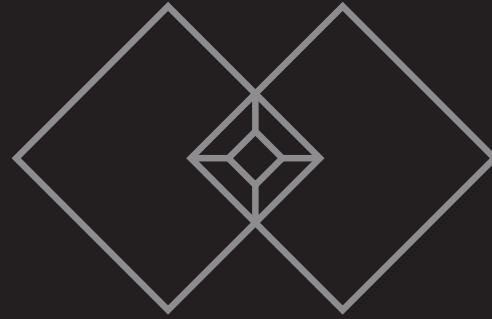
Customer: Can I buy new or used?

Dealership: Your Pre-Approval can be used for both new and used vehicles, and we've got a great selection right now in both departments.

Customer: How long do I have to use this offer?

Dealership: This is a limited-time offer. Actually if you come in to our dealership, we can start the process today. You can see the best of our inventory today before sales pick up during the event weekend.

(Dealer FYI: The offer is valid 7 days before and 30 days after the event start date.)



D I A M O N D
P A R T N E R

FULL SPECTRUM LENDING IS HERE.

CAPITAL ONE AUTO FINANCE

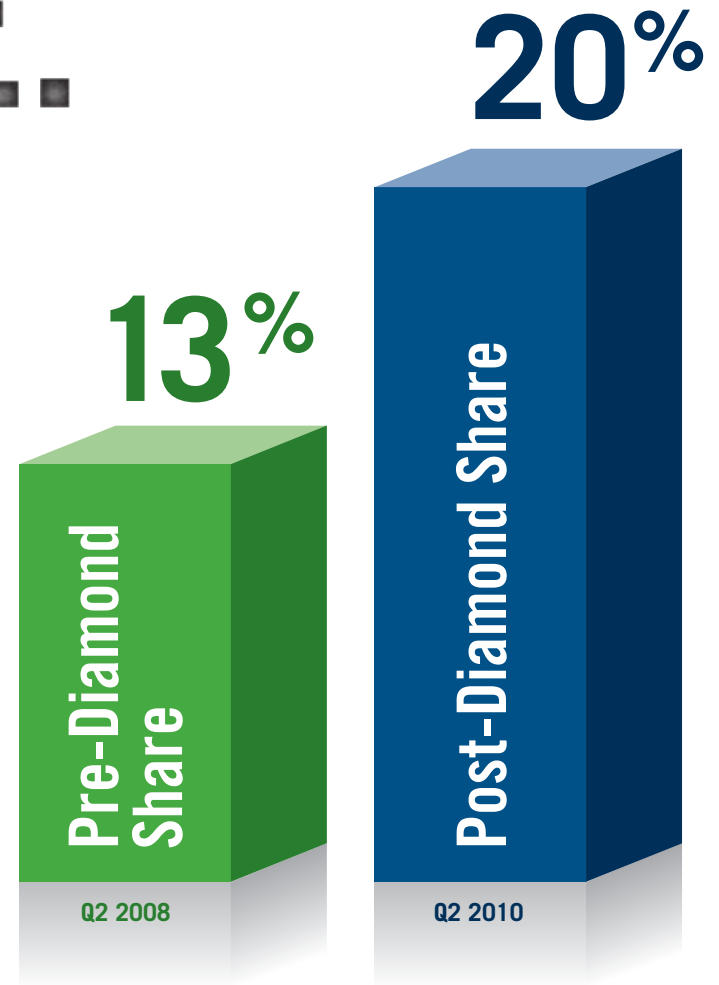
DIAMOND DELIVERS WHAT WE PROMISED.

PARTNERSHIP • Guaranteed warranty and gap of \$2,000
• Pre-Approval Events

SERVICE • 95% of calls answered live
• 24/7 approvals, fast funding

FLEXIBILITY • Increased buyer authority
• More common sense exceptions

DIAMOND SOARS IN SUBPRIME.



COAF Share in Diamond Dealers

COULD DIAMOND BE ANY MORE COMPELLING?

**FOR OVER 700 FULL SPECTRUM
DEALERS, IT IS.**



INTRODUCING
FULL SPECTRUM
LENDING.

**WE LISTENED.
AND CREATED THE
PROGRAM YOU WANT.**

PARTNERSHIP

**Exclusive program benefits
drive more profit.**

SERVICE

**A new standard in ease,
convenience, and speed.**

FLEXIBILITY

**A relationship that gets
more deals done.**

PARTNERSHIP

A PARKING SPOT FOR EVERY CUSTOMER.

WE RESERVE SPACE FOR NEAR PRIME.



PARTNERSHIP

CONSISTENTLY COMPETITIVE.

RATES YOU CAN DEPEND ON.



PARTNERSHIP

PROFITS WITH A NICE BACK END.

**GUARANTEED BACK END
OF \$2000.**



SERVICE

CONSTANTLY FAST.

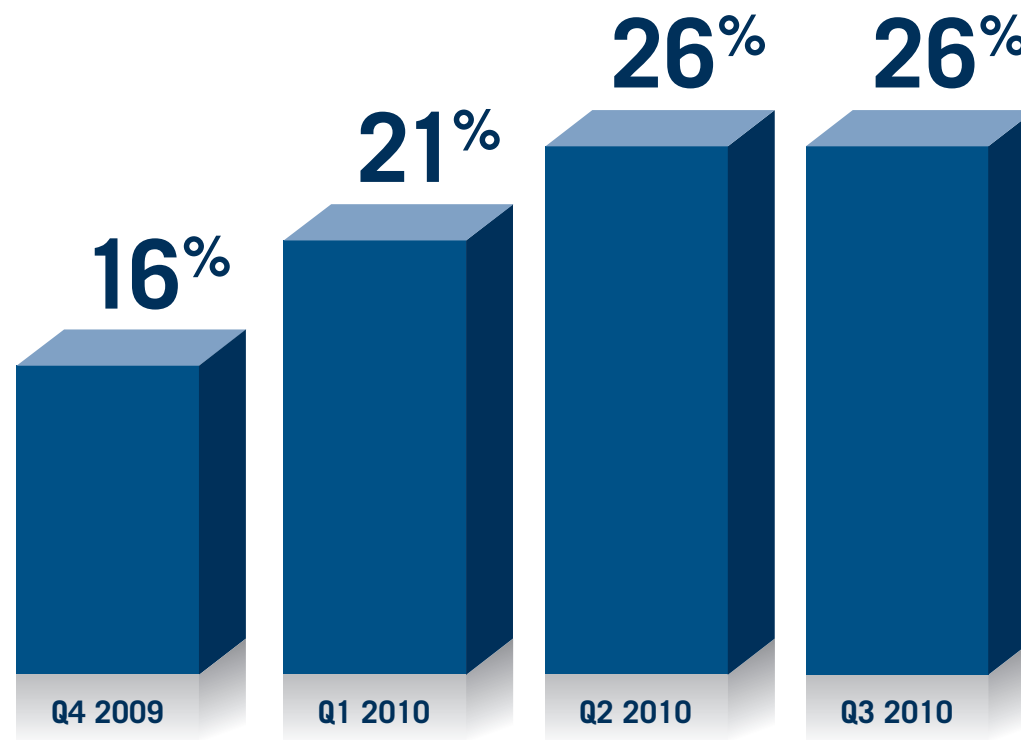
**30 SECOND APPROVALS.
24/7 DECISIONING.**



SERVICE

NO LOOK-TO-BOOK MINIMUM.

SHOP ALL YOU WANT.



Look-to-book % (620+)

SERVICE

ONE BUYER FROM PRIME TO SUBPRIME.

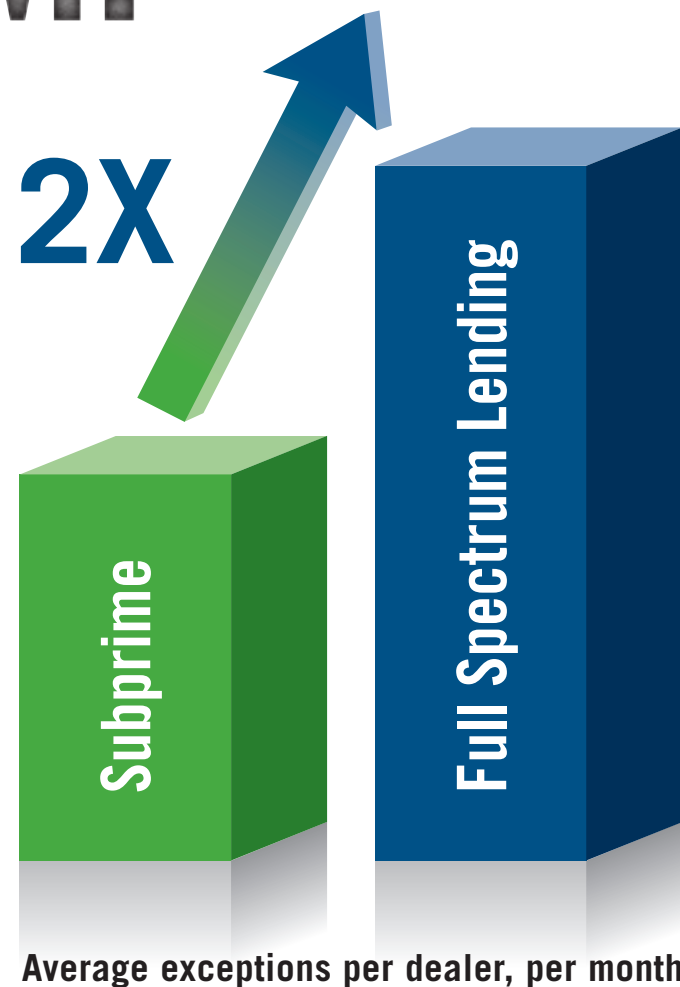
LEVERAGE YOUR RELATIONSHIP.



FLEXIBILITY

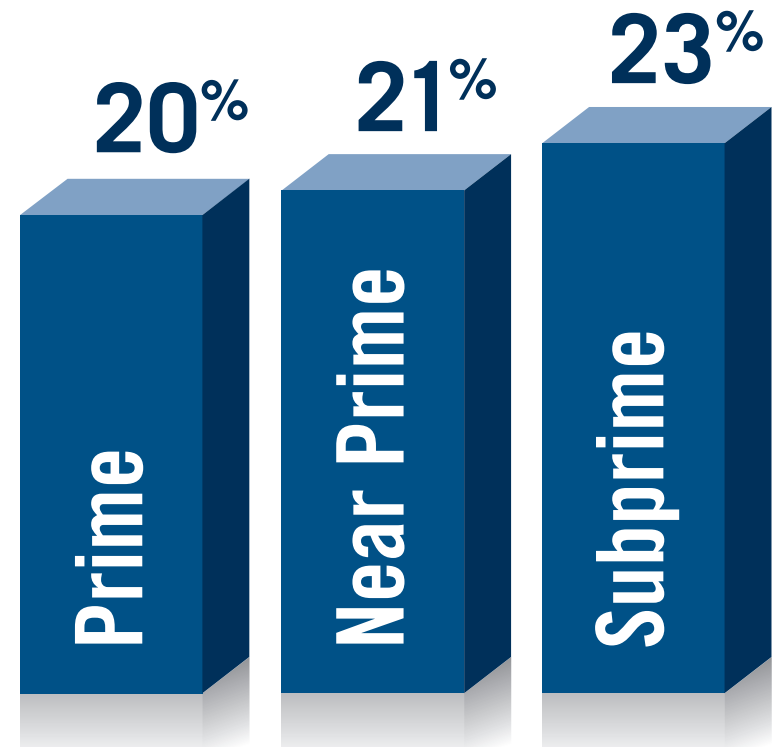
WHEN YOU NEED WIGGLE ROOM.

**OUR RMs MAKE
MORE EXCEPTIONS.**



FROM ONE END TO THE OTHER.

**DEALERS PREFER OUR
PROGRAMS EQUALLY.**



Market Share in Full Spectrum Lending Dealers

CURRY HONDA ATLANTA

\$62MM in 2010 Sales

30 Avg Monthly Loans
#1 Non-Captive Lender

“They make it easy, and profitable. Other prime banks won’t look at the credit challenged, but the more volume I give them, the deeper they buy. ”

*– Adam Zuckerman
Dealer Principal*



HENDRICK HONDA

\$62.3MM in 2010 Sales

20 Avg Monthly Loans
#1 Non-Captive Lender

“Their fast decisions allow us to get customers qualified and their terms structured quickly, which ultimately reflects well on our CSI.”

– Bob Conley, General Manager



WHAT FULL SPECTRUM LENDING DELIVERS:

PARTNERSHIP

- Compelling Near Prime program
- Guaranteed backend
- Competitive rates

SERVICE

- Single buyer for all programs
- No look-to-book minimums
- 30 second approvals, 24/7 decisioning

FLEXIBILITY

- More Diamond exceptions from your empowered buyer

BE PART OF THE INNER CIRCLE.

COAF Dealers

Diamond Dealers

Full Spectrum Diamond Dealers

WHAT
WE ASK.

SEND US
ALL YOUR
APPLICATIONS.

FROM PRIME TO SUBPRIME.

BE OUR
GATEKEEPER.

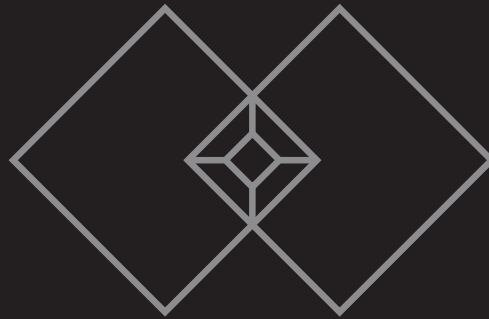
NO TOXIC LOANS.

HELP US WIN
THE TIES.

WHEN CALLBACKS ARE CLOSE.

MAKE US
YOUR #1 OR #2
NON-CAPTIVE
LENDER.

ACROSS THE SPECTRUM.



D I A M O N D
P A R T N E R

FULL SPECTRUM LENDING

CAPITAL ONE AUTO FINANCE