



*For Immediate Release*

Contact: Sanda Pecina, 202-367-1622  
[specina@akerpartners.com](mailto:specina@akerpartners.com)

## **New Web Site Provides Consumer Information, Online Credit Application and More**

**CARMEL, Ind. (Oct. 27, 2005)** – Car buyers with special financing needs can now log on to [www.JDByrider.com](http://www.JDByrider.com) –the revamped Web site of the nation’s oldest and largest used car franchise—to get background on the company, answers to their questions, and to apply for credit.

“Evaluating affordability for the customer *should* be the first step, in order to find the right car for his/her budget and needs. At other places you may find a car you can’t really afford and the dealer will sell it to you, no questions asked,” said Steve Wedding, J.D. Byrider’s chief financial officer. “Not at J.D. Byrider. We won’t put a customer in a car that we know they can’t afford in the long run.”

The Byrider franchise is unique in that it provides each of its dealers with his or her in-house finance company, CarNow Acceptance Company (CNAC). What that means is that dealers can arrange on-the-spot financing, sometimes sending qualified applicants home in a car the same day they apply.

“Our mission is to provide a program that exceeds the customers’ expectations and maximizes their *opportunities for advancement*,” said James F. DeVoe, who founded Byrider 16 years ago.

An overwhelming majority of customers report that they are satisfied with Byrider. Daily Customer Service Index (CSI) monitoring by each of Byrider’s 124 dealers in 28 states shows an average 95 percent satisfaction rating among sales customers, and 84 percent among service clients. This type of customer satisfaction is unusual in the used-car business.

Additional information about the benefits of becoming either a customer or franchisee in the J.D. Byrider system can now be found online at [www.JDByrider.com](http://www.JDByrider.com). Ranked in the top 10 percent of the nation’s franchises, Byrider is actively seeking qualified franchisees to open dealerships in Washington, DC, Minneapolis, MN, and Newark, NJ.

*For more information, or to arrange an interview, contact Sanda Pecina at the number/e-mail above.*

-30-

### ***J.D. Byrider***

Headquartered in Carmel, outside Indianapolis, J.D. Byrider was founded in 1989. Its mission is to serve customers with special financing needs who are routinely ignored by other dealers, and to ensure that they receive the same quality service in every J.D. Byrider dealership. Sixteen years and some 550,000 vehicles later, daily customer-satisfaction monitoring by each dealership shows an average 95 percent satisfaction rating. There are 124 franchisee- and company-owned J.D. Byrider dealerships in 28 states. More than 5,000 people—many of them repeat customers or referrals—trust Byrider with their business every month. For more, visit [www.jdbyrider.com](http://www.jdbyrider.com).