



Wisconsin Automobile & Truck Dealers Association

For immediate release
November 5, 2008

Contact: Mary Ann Gerrard
(608) 251-5577

Don't be Fooled: "Big Ticket" Credit is Available

(Madison) The Wisconsin Automobile & Truck Dealers Association (WATDA), the Wisconsin Bankers Association, Community Bankers of Wisconsin and the Wisconsin Credit Union League, all say there is plenty of credit available to Wisconsin consumers. This is good news despite conflicting reports of tight money by lenders.

The four, member-based organizations agree that although many households are stretching their paychecks, a variety of financing options are available to fit an individual's unique needs and circumstances.

"Sound credit practices over the years have allowed Wisconsin lenders to help people obtain financing for homes and big-ticket purchases, even though times are hard," said WATDA President Gary D. Williams. "People who need to upgrade their vehicles or repair their homes can still find many sources for financing in our state."

He urged consumers to see their local automobile dealership or lender to get more details. "Don't let false perceptions keep you from taking care of your own needs," he said, "There are plenty of credit options out there."

All four organizations represent over 1400 members who collectively employ nearly 60,500 in the state.

(END)