

## It's a first for the SMMT as its newest member is announced

***ACF Car Finance Limited has further strengthened its position as the UK's leading sub-prime car dealer by becoming the first and only specialist business of its kind to join The Society of Motor Manufacturers and Traders (SMMT).***

**Online PR News – 07-September-2010** ACF Car Finance Limited has further strengthened its position as the UK's leading sub-prime car dealer by becoming the first and only specialist business of its kind to join The Society of Motor Manufacturers and Traders (SMMT).

“As a company we're all about improving the perceptions of the sub-prime market by raising awareness and standards. It's no hidden secret that the proportion of UK consumers in the market for non-standard car finance is increasing and these consumers need to know who to turn to when looking to buy their next car,” commented ACF Car Finance Sales and Marketing Director, Norman Beaumont.

“Customers need to know who to trust and where to get accurate, reliable advice and great service. By becoming members of such a high-profile organisation we hope to strengthen our position as the experts in our field and to demonstrate our high level of professionalism.”

As the leading trade association for the UK motor industry, the SMMT is an independent organisation that aims to support and promote the interests of the automotive sector by acting as the voice of the industry.

Beaumont adds: “The SMMT play a vital role in representing the motor industry in the UK and abroad. As a member, ACF Car Finance has access to a wide range of expert services and key industry data, which assist in further enhancing the business proposition. Not only that but we can now play a larger part in influencing the way the industry is shaped.”

Paul Everett, SMMT Chief Executive said: “We are delighted to welcome ACF Car Finance as members of the SMMT. As our organisation is run by our members for our members, we are keen to work with more specialist organisations, such as ACF Car Finance, to enable us to broaden our representation of every part of the UK automotive industry. I am sure that they will find membership of such a key association for the motor trade to be most beneficial.”

- Each ACF Car Finance dealership stocks pre-owned cars in a wide range of popular makes and models with something to suit every taste and budget, with [car finance deals](#) starting from as little as £25 per week.
- Every car offered for sale is subject to a pre-delivery 136 point vehicle quality inspection and independent MOT.
- Customers can apply for [car credit](#) conveniently online via a short application form or by telephone.
- ACF Car Finance is fully SAF Approved, meaning customers can rest assured that they will receive reliable service from fully trained staff across all levels of the business.
- ACF Car Finance is an Independent Garages Association (IGA) member of the Retail Motor Industry Federation (RMIF). The company also supports automotive industry charity, BEN.

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