

## **U.S. Merchant Systems Launches AutoTranz™ - Payment Processing Solutions for the Automotive Industry**

FREMONT, CA (February 08, 2008)- U.S. Merchant Systems recently announced the launch of AutoTranz - a new division of the company developed exclusively to assist automobile dealerships with their payment processing needs.

### **About AutoTranz**

AutoTranz™ results from over forty years combined experience of auto industry sales and marketing professionals and payment processing executives.

The company caters directly to the needs of automotive dealerships, their departments and staff. Their vision and attention to every aspect of the automotive industry has allowed them to develop solutions designed to lead auto dealers away from the average payment processing struggles.

### **The AutoTranz™ Mission Statement:**

“To provide the automotive industry with payment solutions and service beyond their expectations.”

“We work directly with each individual dealership and cater to their needs,” says Matt Nern, President/COO. Nern continues, “Our goal is to provide service above and beyond anything else currently available in the industry.”

### **Some features that AutoTranz offers their automotive dealership customers are:**

- All credit and debit transactions go through at true VISA, MasterCard and Discover costs. All are separated accordingly so that the markup is sure to be easily understood and fair.
- AutoTranz includes Customized Check Guarantee systems individualized for each dealership, including Pick Payment and Hold Check programs that make it easier not only for the dealership, but for their customers looking to manage their cash flow.
- In addition, AutoTranz is working with automobile dealerships on creating and providing “Loyalty Cards” for each and every guest who steps on the lot and virtually guarantees *potential* customers will become *actual* customers.
- AutoTranz has dedicated specialists to assist *auto* dealerships in training and follow-up to insure the effectiveness of this innovative program.

AutoTranz can be reached Toll free **800.290.3881** or on the web **[www.autotranz.net](http://www.autotranz.net)**

### **About U.S. Merchant Systems**

U.S. Merchant Systems, LLC is headquartered in Fremont, California and provides payment processing services to merchants throughout the United States. Since its inception U.S. Merchant Systems has provided these services to over 90,000 merchants.