



Triad Financial launches landmark certification program

Trademark by Triad™ offers fully inspected retail-ready and mechanically sound vehicles at auctions across the country.

NORTH RICHLAND HILLS, Texas – Aug. 28, 2008 – Triad Financial Corporation recently unveiled its comprehensive vehicle certification program, Trademark by Triad. Along with the tag line, “A vehicle for every buyer,” the Trademark name represents what dealers can now expect when they step into Triad’s lane – a standout remarketing program that rivals competitors.

Based on feedback from auctions and dealers, Trademark features:

- A wide variety of fully inspected retail-ready and mechanically sound vehicles so buyers can bid with confidence
- A 7-day green-light auction guarantee
- Consistent quality across all locations
- Full and honest disclosure on all vehicles
- Fair arbitration guidelines to resolve issues following the sale

After a thorough inspection of the interior, exterior and mechanical components, only the best cars, trucks and SUVs make the cut. Qualifying vehicles receive the Elite or Value seal of approval:

- **Elite** – Includes retail-ready vehicles in above-average condition with only minor flaws. Vehicles are fully reconditioned, and they must have less than 80,000 miles (20,000 miles per model year).
- **Value** – Includes mechanically sound vehicles in average condition with only minor flaws. Vehicles must have less than 110,000 miles (no limit on miles per model year).

“When our team first started talking about this initiative last fall, we envisioned a program unlike any of our competitors – and that’s exactly what we delivered,” says Scott France, Triad’s senior vice president of Portfolio Management. “I want to assure buyers of this: No matter the location, you will find a consistent, honest and fair program ready to meet your needs. We’re working extra hard to make sure your experience lives up to our promises.”

Triad has already rolled out Trademark and the Value tier at 18 auctions across the country. The company plans to introduce its Elite tier in phases between now and mid-September.

The Trademark program is part of Triad's new business focus on superior portfolio management, which includes remarketing, as well as loan servicing, customer service and loss recovery.

For a list of sale dates for auctions selling Trademark vehicles, or to learn more about the program itself, e-mail Trademark@TriadFinancial.com.

About Triad Financial

With nearly 1,000 employees and the financial strength of approximately \$2.8 billion in managed receivables, Triad Financial Corporation's business focus is on superior portfolio management through vehicle loan servicing and customer service, loss recovery and asset remarketing. Founded in 1989, Triad offers specialty expertise in non-prime accounts, and has serviced more than a million collateralized loans across the full credit spectrum over the past 10 years alone. Triad is headquartered in North Richland Hills, Texas, and has a regional office in Huntington Beach, Calif.