

# Experian Automotive Ranks Huntington Auto Finance Number One Among Banks in Auto Dealer Loyalty

COLUMBUS, Ohio--(BUSINESS WIRE)-- Huntington Auto Finance, a division of Huntington Bank (NASDAQ: HBAN; [www.huntington.com](http://www.huntington.com)), has been ranked number one among banks in Auto Dealer Loyalty by Experian Automotive. The annual ranking is based on customers who financed their vehicle loan through Huntington and then returned to the same dealership as a repeat customer.

“Our primary goal at Huntington Auto Finance is to support the success of our auto dealers. Loyalty is a cornerstone of dealer success, and this Experian ranking illustrates that Huntington is a bank that dealers can count on to drive their business,” said Rich Porrello, director of Huntington Automobile Finance. “The ranking also shows that auto customers who finance with Huntington are so pleased with their experience that they want to return to the same dealership to purchase their next vehicle.”

The dealer loyalty ranking is based on an analysis of customer retention rate information from Experian’s North American Vehicle Database. Experian Automotive reports on automotive market trends on a quarterly basis, including shifts in auto financing, vehicle registrations, market share and loyalty.

Huntington has provided new and used automobile financing and dealer services throughout the Midwest since the early 1950s, and currently serves more than 3,000 customers in Ohio, Michigan, Kentucky, Indiana, Pennsylvania, West Virginia, Minnesota, Wisconsin and the New England region.

## About Experian Automotive

Experian Automotive is a leader in providing information services and market intelligence to [manufacturers](#), [dealers](#), [finance](#), [insurance](#) and [aftermarket](#) companies, helping them increase customer loyalty; target and win new business; and make better lending, purchasing and production decisions. Experian’s [AutoCheck](#) reports provide customers with in-depth vehicle history information to confidently understand, compare and select the right vehicle. Its North American Vehicle Database<sup>SM</sup> houses more than 650 million vehicles and, when combined with Experian’s credit, consumer and business information assets, meets the industry’s growing demand for an integrated information source.

## About Huntington

Huntington Bancshares Incorporated is a \$56 billion regional bank holding company headquartered in Columbus, Ohio. The Huntington National Bank, founded in 1866, provides full-service commercial, small business, and consumer banking services; mortgage banking services; treasury management and foreign exchange services; equipment leasing; wealth

and investment management services; trust services; brokerage services; customized insurance brokerage and service programs; and other financial products and services. The principal markets for these services are Huntington's six-state banking franchise: Ohio, Michigan, Pennsylvania, Indiana, West Virginia, and Kentucky. The primary distribution channels include a banking network of over 660 traditional branches and convenience branches located in grocery stores and retirement centers, and through an array of alternative distribution channels including internet and mobile banking, telephone banking, and over 1,300 ATMs. Through automotive dealership relationships within its six-state banking franchise area and selected other Midwest and New England states, Huntington also provides commercial banking services to the automotive dealers and retail automobile financing for dealer customers.

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