



About AWARE

Recognizing the need for consumer education, automotive industry leaders have formed AWARE (Americans Well-informed on Automobile Retailing Economics), a collaborative industry effort to provide consumers with information, tools and other resources to successfully navigate the auto financing process.

IN EDUCATING CONSUMERS ABOUT AUTO FINANCING AND WAYS TO make informed financing decisions, the group seeks to ensure that financing remains available and affordable to the broadest possible spectrum of consumers. Dealer financing is not only convenient, but offers competitive rates for consumers across the country.

The membership of AWARE includes the American Financial Services Association, National Automobile Dealers Association, National Association of Minority Automobile Dealers, American International Automobile Dealers Association and auto dealers and finance companies. All of the companies and associations involved have a long history of educating consumers about auto financing, and they are looking to expand that outreach by collaborating with others that share this commitment.



Americans Well-informed on
Automobile Retailing Economics

Educating consumers about auto financing