

**September 22, 2025**

**Lake View Credit Union partners with CU Dealer Finance Corporation**



CU Dealer Finance Corporation (CUDF) and Lake View Credit Union (LVCU) are pleased to announce that LVCU is now part of the Credit Union Dealer Finance Program. CUDF, who manages the program is thrilled to welcome another strong, British Columbia credit union into what is broadly considered one of the top dealer finance programs in the country.

"Lake View Credit Union is joining the dealer finance program for the sake of our members.", stated Marlana Blouin, co-CEO of Lake View. She continued, "We want to make it easier and more convenient for our members to access vehicle financing - right at the dealership - while still enjoying the peace of mind that comes from dealing with their local, trusted credit union. We're looking forward to rolling out this new point-of-sale financing option in the coming months and offering members and non-members a great experience and competitive rates."

Lake View Credit Union has approximately 8,500 members, \$375 million in assets and has been proudly serving the people of the Peace since 1943. LVCU currently has branches in Dawson Creek, Chetwynd and Tumbler Ridge and serves every corner of the region through its various digital solutions. In addition to being a full-service financial institution catering to all personal and commercial needs, its staff and board are proud to call the Peace their home.

CUDF General Manager Darren Beasley noted, "CUDF looks forward to proudly representing Lake View Credit Union members and non-members alike in their local market and throughout western Canada. The addition of Lake View Credit Union will greatly increase their brand awareness and offer access to direct dealership financing not previously available to their membership and residents."

CUDF's origins date back to 1994 and in 2006, a partnership between Affinity Credit Union, Conexus Credit Union and Innovation Credit Union was formed. CUDF supports many Canadian Credit Unions with their members' automotive needs in over 1,000 dealerships throughout Southern Ontario, Manitoba, Saskatchewan, Southeastern Alberta and now Central Alberta.

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