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### **Nomis Solutions Drives Innovation in the Motor Finance Industry with Profit-Based Pricing**

New Opportunity to Increase Profits Revealed at 10<sup>th</sup> Annual Motor Finance Conference  
in the UK

**London, United Kingdom and San Bruno, CA, USA April 23, 2007--** Nomis Solutions, the leader in Profit-based Pricing for banking and finance, will reveal a new opportunity for motor finance executives to increase profits at the 10<sup>th</sup> Annual Motor Finance Europe Conference & Expo. Held in London on April 25, the conference, themed, "The Drive for Profit: The Next Decade in Motor Finance" provides a venue for Nomis Solutions to share the power of Profit-based Pricing with the UK's motor finance leaders.

Powered by price optimization technology, Profit-based Pricing is an innovative approach that enables motor finance executives to strategically use pricing to increase profits for both the lender and the dealer. The award-winning Nomis Price Optimizer™ is a business solution that combines pricing analytics, price optimization, and price execution into a comprehensive pricing strategy and process. It enables executives to better manage their lending portfolios through an understanding of how price impacts key performance indicators such as profitability, volume, conversion rates, retention and default.

"In order to compete effectively, motor finance executives need a good understanding of demand elasticity and how a change in price impacts performance objectives. This needs to be viewed along side a dynamically changing mix of manufacturer-led promotions for new cars and a plethora of lending options in the used car sector," said Lawrence Whittle, Managing Director and Vice President International. "A Profit-based Pricing approach helps executives better understand how dealers, and ultimately consumers, value their brands and how to use this insight to set pricing strategies that increase the profitability of each and every deal."

Nomis Price Optimizer for Motor Finance is designed specifically for the unique profitability dynamics of the motor finance market. The solution helps motor finance companies increase profits by 10-20%, gain significant insights about the impact of price

on portfolio performance after 12 weeks, and make pricing decisions within a strong compliance framework required by the FSA and OFT regulations.

Nomis Solutions is hosting the 10<sup>th</sup> Annual Motor Finance Cocktail Party as well as an exclusive industry executive dinner to discuss some of the challenges and opportunities in the motor finance industry and how an innovative approach to pricing could help achieve performance goals in 2007.

More information about the conference can be found at [www.motorfinanceeurope.com](http://www.motorfinanceeurope.com) or by contacting Nomis Solutions directly at [info@nomissolutions.com](mailto:info@nomissolutions.com).

### **About Nomis Solutions**

Nomis Solutions is the recognized leader in Profit-based Pricing for banking and finance. Powered by price optimization technology, Profit-based Pricing is an innovative approach that enables executives to strategically use pricing to increase profits and market share. The award-winning Nomis Price Optimizer is a suite of business solutions that combine pricing analytics, price optimization, and price execution into a comprehensive pricing strategy and process.

The suite includes specific solutions for motor finance, mortgage, home equity lending, unsecured lending, and deposits. Each solution delivers benefits within 12 weeks, increases profits by 10-20%, and provides valuable insights about customers and portfolio performance within a strong compliance framework. Select customers include AmeriCredit, Ford Motor Credit Company, GE Consumer Finance, HBOS, Royal Bank of Canada, and Washington Mutual. Nomis Solutions is headquartered in San Bruno, CA, USA, and in London, United Kingdom. Visit [www.nomissolutions.com](http://www.nomissolutions.com) or contact us at [info@nomissolutions.com](mailto:info@nomissolutions.com) or +44 778 529 3154.

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