

Digital financing with a human touch.



Power your F&I process with credit union lending.

Engineered to connect dealers to credit union financing, CUDL offers a complete solution focused on ease of use, fast decisions, and local partnerships. Deliver a human-centric approach to car buying that never loses sight of the customer experience.



Connect to the nation's largest credit union lending network

With over 1,100 credit unions in the CUDL Lending Network™, access more than 66 million members and thousands of preapproved, in-market car shoppers.



Provide a streamlined financing experience for your customers

Offer more buyers fast, hassle-free financing through seamless DMS, CRM, and third-party integrations that make every CUDL application quick and efficient.



Empower your staff with an easy-to-use financing platform

Designed with input from dealers, CUDL is fast, intuitive, and easy to use—backed by dedicated local support to simplify training and speed up your F&I process.

TRUSTED BY DEALERSHIPS FOR OVER 30 YEARS

\$41.16B

Indirect loan funding in 2024

40+

Integration partners

20K

Dealers on the platform

Connect to CUDL today.

(877) 744-CUDL | origence.com/CUDL