



## **BMW Car Club of America Launches Affinity Credit Card Program through PartnersFirst**

**WILMINGTON, DE** (April 2, 2009) — PartnersFirst Affinity Services ([www.partnersfirst.com](http://www.partnersfirst.com)), announced today that the BMW Car Club of America has selected PartnersFirst to issue the BMW CCA Rewards Visa® Credit Card. BMW CCA is the official BMW car club devoted to supporting BMW automobile fans and enthusiasts with range of social, technical, and driving events, discounts, gear and a monthly publication, called *Roundel*.

While other card issuers are standardizing their affinity card programs, PartnersFirst worked closely with BMW CCA to develop a unique credit card program catering to its members. The BMW CCA card offers industry-leading cash, travel and merchandise rewards in addition to providing special discounts at the BMW Performance Center through its rewards program.

“We are extremely excited about the new PartnersFirst program which offers a robust rewards program and meaningful benefits to our members,” said BMW CCA Executive Director, Frank Patek. “The PartnersFirst team actually included a BMW CCA member, and they were quick to grasp what our members really want. This new program has seen a great start right off the line”.

“The BMW CCA card is another great example of what we do best,” said Hal Erskine, President of PartnersFirst. “We are providing our partners with affinity programs that offer real value to their members—especially important now that the large bank programs are tending to be more generic”.

The card program is available to BMW CCA. There is no annual fee, and unlike other credit cards there are no “nuisance fees”—card members will never see a late or over-limit fee.

**About BMW CCA**—BMW CCA was started in 1969 and is a not-for-profit corporation governed by a nine-member elected board of directors -- four national officers and five regional vice-presidents who serve the interests of its chapters. Each chapter is an independent corporation chartered by BMW CCA. Headquarters is in Greenville, SC. See: [www.bmwcca.org](http://www.bmwcca.org)

**About PartnersFirst** —PartnersFirst Affinity Services provides full service credit card issuing and management services to affinity groups, banks and credit unions across the United States. PartnersFirst services more than 50 affinity partners and their members who have strong credit scores and a history of paying their bills on time.

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