

HITACHI CAPITAL CONSUMER FINANCE LAUNCHES UNIQUE INSTANT ONLINE CREDIT DECISIONS FOR SAVVY SHOPPERS

Submitted by: Hatch Communications

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Hitachi Capital Consumer Finance (<http://www.hitachicapital.co.uk>) is pleased to announce the launch of their integrated point of sale finance solution. The online credit approval system enables consumers shopping online to receive an instant decision when applying for finance via etailer websites.

With high street sales dropping and more than 11 million people shopping online at least twice a week*, Hitachi Capital's PaybyFinance is a unique and simple solution. Consumers browse, choose a product and apply for credit online, whilst avoiding hefty petrol and parking costs.

The easy to navigate site provides shoppers with clear information along with a quick and secure credit application process which is compliant with the Consumer Credit Act.

The PaybyFinance site has a white label facility to enforce the etailer brand throughout the sale. Other benefits include virtual account management enabling etailers to monitor applications, accepted business, customer demographics and peak trading times by product by hour.

Gary Wooton, Sector Head of E-Commerce for Hitachi Capital Consumer Finance said: "PaybyFinance will allow etailers to benefit from the rise in online shoppers, as well as the benefits of point of sale finance such as increased average sales value, incremental hit rates and a higher conversion of browsers into customers. Coupled with a market leading sales generation and profiling tools, we can really help etailers dramatically increase sales during these difficult trading times, All this is possible because we've been helping retailers sell more goods for over 25 years."

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* leading price comparison site Shopzilla.co.uk. Survey – Oct 08
(http://www.responsesource.com/releases/rel_display.php?relid=LQAza)

Notes to editors:

Hitachi Capital Consumer Finance is one of the UK's longest established finance providers and offers a comprehensive range of finance products for quality retailers. It is the chosen finance partner for many of the UK's most respected high street names. Hitachi Capital Consumer Finance has been operating in the retail market since 1982 and its growth has been based on long term partnerships. It was one of the first consumer credit providers to offer retailers online services with the launch of Creditmaster.

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