



# Machine Learning Can Increase Approvals, Cut Losses for Auto Lenders

ZestFinance enables auto lenders to acquire more borrowers at lower cost and with lower risk. You can capture the benefits of machine learning-based underwriting quickly and safely while also satisfying compliance needs.

Several major auto lenders are using machine learning to achieve game-changing business results:



A top U.S. auto lender cut its losses by **23% annually**



Ford Motor Credit found machine learning could **more accurately predict risk** for thin-file borrowers



A U.S. subprime auto lender **reduced losses by over 25%**



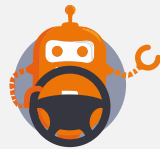
So why aren't more auto lenders using machine learning for credit underwriting? Despite the benefits of machine learning, myths and misconceptions about the technology persist. The table below separates myths from facts when it comes to using machine learning to enhance your lending business.

## MYTHS

## FACTS

1

The machine will learn the wrong thing and go haywire.



### You are in complete control.

The models do not "evolve" or change unless you explicitly take action to retrain and revalidate your model.

2

I'll have to change my whole underwriting process.



### Work with your existing systems, data, and risk teams.

Use any data source to build a custom machine learning model, taking the stress out of adopting the next big technology.

3

I'll run afoul of regulators.



### Model risk management tools provide transparency into credit decisions.

With ZestFinance, machine learning is no longer a black box. Gain full visibility into how your models are working and how results are produced. This transparency is essential to satisfying fair lending and other compliance obligations.

4

I'll need to use third-party or creepy data.



### Leverage data you already have.

No need for alternative, social media, or creepy data. Machine learning makes your current data sources go further.

5

I'll need an army of Ph.D.s to manage it.



### Everyone is ready for machine learning, now.

Turn your credit and risk analysts into competent machine learning-based underwriters in weeks, not years.

Go beyond the myths of machine learning with ZestFinance—the only company to combine deep domain experience in both credit underwriting and machine learning. Zest Automated Machine Learning (ZAML™) empowers auto lenders to overcome the barriers to using machine learning in auto finance and acquire more borrowers at lower costs and with lower risks.

**Want to learn more?**

**CONTACT US**  
at [partner@zestfinance.com](mailto:partner@zestfinance.com)

Schedule a meeting now to better understand how machine learning can support your business.

