

The Wells Fargo logo, consisting of the words "WELLS" and "FARGO" stacked vertically in a yellow, serif font on a red rectangular background.The Wells Fargo Auto logo, consisting of the word "AUTO" in a white, sans-serif font on a dark gray rectangular background.

Wells Fargo Dealer Services Changes Name to Wells Fargo Auto

On January 25, 2018, Wells Fargo announced that it will change the name of its auto lending division to Wells Fargo Auto. The new name reinforces the company's commitment to helping both dealer and consumer customers succeed financially.

"Our auto business has evolved significantly over the past year," said Laura Schupbach, head of Wells Fargo Auto. "We felt the business deserved a new name that clearly reflects the full scope of our promise to the dealer and consumer customers we serve. It's also simple and straightforward enough to support our desire to be more creative in how we deliver our products and services to the marketplace to ensure we can continue to be a leading financial provider."

The name change is expected to take several months to apply and integrate across systems and customer touch-points. Wells Fargo dealer customers were informed of the name change on January 25.

Building strong and lasting customer relationships is the cornerstone of our business. We are proud to be an affinity partner of the American International Auto Dealers Association, and look forward to serving members' floor plan and real estate financing, commercial banking, and indirect auto financing needs.

If we can be of any service, please contact your commercial or indirect relationship manager. Not a customer? Call 1-888-937-9997, Monday through Friday, 5:00 a.m. to 7:00 p.m. Pacific Time (select "1" for English or "2" for Spanish; then choose options 2 and 4 to reach a representative), and ask to have a relationship manager in your area contact you.