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Sheffield Financial, a division of BB&T Financial FSB, has announced a new relationship with Bobcat Company that will offer revolving retail financing for Bobcat dealers. The new program will apply to Toolcat™ Utility Work Machine, Utility Vehicles and Compact Tractors.

Sheffield Financial, headquartered in Winston-Salem, NC, was founded by current President Jack Snow, and was acquired by Branch Banking & Trust Company (BB&T) in 1997. BB&T, founded in 1872, is currently the 11th largest bank in the U.S.

Sheffield Financial has experienced tremendous growth since its inception in 1992, completing over 1 million transactions representing over \$3.5 billion in consumer and commercial retail loans.

Bobcat dealers and customers are able to visit Sheffield's website ([www.sheffieldfinancial.com](http://www.sheffieldfinancial.com)) for information related to the new program. Dealers and customers can also speak directly to a Customer Service or a Loan Processing professional by calling 1-800-438-8892 until 10:30 pm EST Monday through Saturday, and until 8:00 pm EST on Sunday.

"Sheffield will provide our U.S. dealers with a highly-experienced team of customer service representatives, as well as better financing options and more efficient credit approval," said Bruce Collins, vice president of vehicles and attachments at Bobcat. "This will assist our dealer network in working with customers in the personal use market segment who are interested in a machine from our full line of utility products."

#### Sheffield Financial Mission and Policy

"Sheffield Financial delivers competitive retail finance programs and services to selected manufacturers, dealers, and retail customers nationwide. Outstanding customer service, the quickest possible credit approvals, and a minimum of paperwork are the cornerstone of their culture, business philosophy, and programming."

Personal Service. . . It's That Simple

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