

FOR IMMEDIATE RELEASE

Contact:

India Rayl
Vice President
Costco Auto Program
858-777-5133
IRayl@costcoauto.com

**COSTCO AUTO PROGRAM, CHEVROLET AND GMC
TEAM UP TO OFFER EXCEPTIONAL VALUES ON SOME OF GM'S MOST POPULAR
VEHICLES**

Exclusive offer is the first GM promotion offered through CAP

SAN DIEGO, Nov. 1, 2011 – In time for the holiday season, the Costco Auto Program today announced it has teamed up with General Motors to bring Costco members the first GM promotion through the program – the Chevrolet and GMC Limited-Time Offer. This latest promotion from the Costco Auto Program features a \$500 Costco Cash Card as well as GM Preferred Pricing on select vehicles from not one but two of GM's biggest nameplates – Chevrolet and GMC.

Breaking through the multitude of end-of-year auto-buying incentives, this offer is unlike any of the existing manufacturer sales events taking place in the market today. Beginning today and continuing through Jan. 3, 2012, Costco members will receive GM Preferred Pricing on the purchase or lease of any one of eight eligible new 2011 and 2012 Chevrolet and GMC trucks and SUVs at participating dealerships across the country, and a \$500 Costco Cash Card for participating in the promotion, in addition to the national rebates and dealer incentives currently being offered.¹

"The Costco Auto Program is known for providing Costco members with exceptional service and value on their vehicle purchases across the country, which makes this a fabulous way to showcase some of our most popular new crossovers, pickup trucks and sport utility vehicles," said James Bell, head of consumer affairs for General Motors.

"The Costco Auto Program recognizes the value in working with companies like GM to provide its members with greater benefits on their vehicle purchase," said Sandy Torrey, Assistant Vice President over Costco Services. "This exclusive promotion with GMC and Chevrolet is another great opportunity for the Costco Auto Program to provide significant savings to our members on quality vehicles from two well-respected brands."

The offer applies to all new 2011 and 2012 models, trim levels and power trains of the following vehicles for an extensive selection to choose from at participating dealerships.

Chevrolet: Silverado, Suburban, Tahoe and Traverse

GMC: Acadia, Sierra, Yukon and Yukon XL

Manufacturer sales events are not new to the Costco Auto Program, which has run successful promotions with other manufacturers in the past. These promotions are an added value to the everyday savings available exclusively to Costco members through the Costco Auto Program.

This exclusive offer is available to eligible Costco members as of Nov. 1, 2011 who first register to participate in the Chevrolet and GMC Limited-Time Offer by visiting www.costcoauto.com/gm or calling 877-746-7422, and then purchase and take delivery on one of the eligible trucks or SUVs prior to Jan. 3, 2012. In addition, all manufacturer rebates and dealer incentives publicly available at the time of purchase can also be applied. After making an eligible purchase, a \$500 Costco Cash Card will be sent to Costco members who complete a redemption form and survey – extending their savings even further by allowing members to use the Costco Cash Card at their favorite Costco warehouse.

The Costco Auto Program provides members with everyday savings on vehicles at more than 2,400 participating dealerships around the country. To ensure superior customer service, qualified dealerships are trained and certified on the program's process and procedures before being given the opportunity to work with Costco members. The program also provides Costco members with online tools to research vehicles they are interested in, locate the nearest participating dealer and make a purchase at a low, prearranged price.²

To learn more about the offer or the Costco Auto Program, visit www.CostcoAuto.com or call 877-746-7422.

About Costco Auto Program

The Costco Auto Program was launched in 1989. Today it is recognized as the leading member auto buying program in the industry, offering prearranged pricing on new and Factory-Certified Pre-Owned vehicles, boats and powersports products to more than 40 million U.S. Costco members. The program ratings boast the highest closing ratios in the industry by dealers. Last year alone, Costco members purchased more than 250,000 vehicles through the program.

About Chevrolet

Founded in Detroit in 1911, Chevrolet celebrates its centennial as a global automotive brand with annual sales of about 4.25 million vehicles in more than 120 countries. Chevrolet provides consumers with fuel-efficient, safe and reliable vehicles that deliver high quality, expressive design, spirited performance and value. The Chevrolet portfolio includes iconic performance cars such as Corvette and Camaro; dependable, long-lasting pickups and SUVs such as Silverado and Suburban; and award-winning passenger cars and crossovers such as Sonic, Cruze, Malibu, Equinox and Traverse. Chevrolet also offers "gas-friendly" solutions including Cruze Eco and Volt. Cruze Eco offers 42 mpg highway while Volt offers 35 miles of electric, gasoline-free driving and an additional 344 miles of extended gasoline range, according to EPA estimates. Most new Chevrolet models offer OnStar safety, security and convenience technologies including OnStar Hands-Free Calling, Automatic Crash Response and Stolen Vehicle Slowdown. More information regarding Chevrolet models, fuel solutions, and OnStar availability can be found at www.chevrolet.com.

About GMC

GMC has built trucks since 1902, and is one of the industry's healthiest brands. Today GMC is evolving to offer more fuel-efficient trucks and crossovers, including the Terrain small SUV and Acadia crossover. The new GMC Sierra Heavy Duty pickups are the most capable and powerful trucks in the market. Innovation and engineering excellence are woven into all GMCs, including the Yukon and Yukon XL and full line of Sierra pickups. Details on all GMC models are available at www.gmc.com, on Twitter at @thisisgmc or at www.facebook.com/gmc.

Notes:

1. To qualify for this offer, Costco members must: (1) Register with the Costco Auto Program to receive their Authorization Number, PIN and the contact information for dealerships participating in the Chevrolet and GMC Limited-Time Offer; (2) Present the Authorization Number and PIN to the dealership; (3) Be a current Costco member as of Oct. 31, 2011; (4) Purchase and take delivery of an eligible vehicle between Nov. 1, 2011, and Jan. 3, 2012; and (5) Submit a Redemption Form or a copy of the GM Vehicle Purchase Customer-Dealer Agreement (CDA) after purchase and complete a Costco Auto Program Member Satisfaction Survey to receive the Costco Cash Card by mail. Please allow 6-8 weeks for delivery following completion of the survey.
2. Costco and its affiliates do not sell automobiles or negotiate individual transactions. Tax, title and license fees are not included in the GM Preferred Price. Promotional details are subject to change without notice. This offer excludes: (1) \$50 Costco member gift certificate for parts, service and accessories; (2) factory orders, pre-owned, demonstration and loaner vehicles; and (3) GM and GM dealership employees or their family members. Visit CostcoAuto.com/GM for full details.

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