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Costco Auto Program Announces the Volvo Limited-Time Offer

The first promotion with Volvo to include all models

SAN DIEGO, April 12, 2013 – The Costco Auto Program today launched the Volvo Limited-Time Offer, a joint Costco member promotion with Volvo Cars of North America, LLC. The offer extends Volvo Employee Pricing to Costco members and complements the value with a \$500 Costco Cash Card for completing a Costco Auto Program satisfaction survey when they purchase or lease an eligible 2013 or 2014 model.

The Volvo Limited-Time Offer is not the first collaborative effort by the Costco Auto Program and Volvo. The companies came together in the winter of 2007 for a holiday promotion on all XC90 models, and have since joined forces four more times to bring exclusive offers to Costco members. However, the current promotion is the first to include Volvo's entire lineup of new 2013 and 2014 models; vehicle selection for the previous offers included one to three models.

“Over the years, the Costco Auto Program has proven to be an excellent promotion to offer exclusive pricing and great value to all Costco members,” said Tassos Panas, vice president, marketing and product planning, Volvo Cars of North America. “This year, we are expanding the offer to include our entire lineup, allowing members to select whichever new Volvo best fits their needs and lifestyle.”

Through the promotion, Costco members will receive Volvo Employee Pricing on all new 2013 and 2014 Volvo models, plus an additional \$750 off 2013 models. Costco members will also receive a \$500 Costco Cash Card for completing a Costco Auto Program survey after their purchase.¹ All publicly available manufacturer-to-customer and manufacturer-to-dealer incentives will be applied at the time of purchase to maximize savings.

“Volvo has the reputation for innovation, reliability and safety,” said John Conlon, Costco Services Director. “These qualities combined with the Costco Auto Program’s reputation for providing exceptional service and value perfectly align with Costco’s goal to offer members quality brand-name products as well as a pleasurable shopping experience.”

The Costco member must first register to participate and then purchase, lease or factory order an eligible vehicle between April 12, and July 31, 2013, to qualify.

Learn more about the Costco Auto Program or register for the promotion by visiting CostcoAuto.com/Volvo or calling 877-746-7422.

About Costco Auto Program

The Costco Auto Program is recognized as a leading member auto buying program in the industry, offering prearranged pricing and a first-class buying experience on new vehicles, Factory-Certified Pre-Owned vehicles, boats, motorcycles and powersports products to more than 40 million U.S. Costco members.

More than 3,000 dealerships around the country have been selected to participate in the program. To ensure superior customer service, the Costco Auto Program trains and certifies qualified dealerships on the program's process and procedures before they are given the opportunity to work with Costco members.

Last year alone, Costco members purchased more than 270,000 vehicles through the program. The Costco Auto Program surveys every member who uses the program to ensure the program continues to meet their high expectations for value and service – more than 96 percent of members surveyed gave the program high marks.

About Volvo

Volvo Cars of North America, LLC, (www.volvocars.com/us) is a subsidiary of Volvo Car Group of Gothenburg, Sweden. VCNA provides marketing, sales, parts, service, technology and training support to Volvo automobile retailers in the United States. For more information please refer to the VCNA media website at: <http://www.media.volvocars.com/us>, and follow Volvo's blog at: www.volvoblog.us.

Editor's note:

¹To qualify for this offer, Costco members must: (1) Register with the Costco Auto Program to locate a dealership participating in this promotion. (2) Purchase or factory order between April 12, and July 31, 2013. (3) Be a current Costco member as of March 1, 2013. (4) Submit a redemption form after purchase and complete a Costco Auto Program member satisfaction survey by phone to receive the Costco Cash Card by mail. Please allow 8 weeks for Cash Card delivery, pending completion of all eligibility requirements; including redemption form, purchase validation from Volvo of North America and survey completion.

Costco and its affiliates do not sell automobiles or negotiate individual transactions. Tax, title and license fees are not included in the Costco price. Promotional details are subject to change without notice. Not all Volvo dealers participate in this promotion.