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Costco Auto Program, General Motors Offer Sells Record Number of Vehicles in First Two Weeks

SAN DIEGO, Nov. 12, 2013 – The Costco Auto Program today announced more than 2,000 Costco members purchased a vehicle in the first two weeks of the GM Limited-Time Offer; a record high when compared with the previous two offers with General Motors.

This year, the promotion offers vehicles from all GM brands by adding Cadillac to the lineup. The GM Limited-Time Offer features GM Supplier and Friends Pricing, all publicly available manufacturer rebates and incentives for which they qualify, as well as a \$500 Costco Cash Card* when Costco members purchase or lease one of the following 14 qualifying GM models between Oct. 15, 2013, and Jan. 2, 2014:

- **Cadillac:** ATS, Escalade, SRX and XTS
- **GMC:** Acadia, Sierra, Yukon and Yukon XL
- **Chevrolet:** Silverado, Suburban, Tahoe, Traverse and Volt
- **Buick:** Enclave

“We’ve partnered with GM to offer Costco members special pricing on their vehicles the past two winters and both offers did very well,” said John Conlon, Costco Services Director. “During the 2012 winter GM promotion, more than 15,300 Costco members used the offer to purchase a vehicle. That’s nearly triple the amount of vehicles sold during the 2011 GM promotion. It’s clear, members see the value in the program and these limited-time offers. It’s a great way to help members get into a new vehicle at a great price, raise awareness about our auto program and showcase various automotive brands.”

Providing Costco members with everyday savings on vehicles, the Costco Auto Program has more than 3,000 participating dealerships around the country. Occasionally, the Costco Auto Program partners with manufacturers to offer Costco members a special savings opportunity, like the GM Limited-Time Offer,

beyond the typical savings they normally receive through the program. To ensure superior customer service, the Costco Auto Program trains and certifies Authorized Dealer Contacts at participating dealerships. The program also provides Costco members with online tools to research vehicles, locate a participating dealer and make a purchase at a low, prearranged price.

“At Costco, every service and product we provide is offered with the Costco member’s best interest in mind,” said Conlon. “The Costco Auto Program has been providing Costco members with great service and value for nearly 25 years. Special promotions, like the GM Limited-Time Offer, are a great way to remind members about this unique service while providing additional benefits on their vehicle purchase.”

The Costco Auto Program recently wrapped up a promotion with Volvo, which ran from April 12 through July 31, 2013. The first joint offer between the Costco Auto Program and Volvo to include the entire lineup generated strong member interest – more than tripling the number of vehicles sold when compared to the 2010 holiday offer on XC90 and XC60 Volvo models.

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

About Costco Auto Program

The Costco Auto Program is recognized as a leading member-focused auto buying program in the industry. The service offers prearranged pricing and a first-class buying experience on new vehicles, select pre-owned vehicles, boats, motorcycles and powersport products, as well discounts on automobile parts, service and accessories, to more than 40 million U.S. Costco members.

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. More than 3,000 dealerships around the country have been selected to participate in the program.

The Costco Auto Program is operated by Affinity Auto Program, which has been managing the program since its inception in 1989. Last year alone, Costco members purchased more than 300,000 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 – more than 96 percent of members surveyed after using the program gave it high marks for value and service.

About General Motors

General Motors Co. (NYSE: GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM's brands include Chevrolet and Cadillac, as well as Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

Editorial Notes:

*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 a participating dealership in the GM Limited-Time Offer; (2) Present the Authorization Number and PIN to the dealership; (3) Be a current Costco member as of Oct. 1, 2013; (4) Purchase and take delivery of an eligible, new 2013 or 2014 Chevrolet: Silverado, Tahoe, Suburban, Traverse, Volt; Buick: Enclave; GMC: Sierra, Acadia, Yukon, Yukon XL; Cadillac: ATS, XTS, SRX or Escalade vehicle between Oct. 15, 2013, and Jan. 2, 2014; and (5) Submit a redemption form after purchase and complete a Costco Auto Program member satisfaction survey to receive the Costco Cash Card by mail. Please allow 8 weeks for Costco Cash Card delivery, pending completion of all eligibility requirements; including redemption form, purchase verification from GM 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 GM Supplier and Friends Price. This offer is subject to change without notice. Offer excludes: (1) factory orders, pre-owned, demonstration and loaner vehicles, and (2) GM and GM dealership employees / family members, and (3) Offer not compatible with GM Employee Incentives. Not all GM dealerships participate in this offer. Offer not available in Canada and Mexico.