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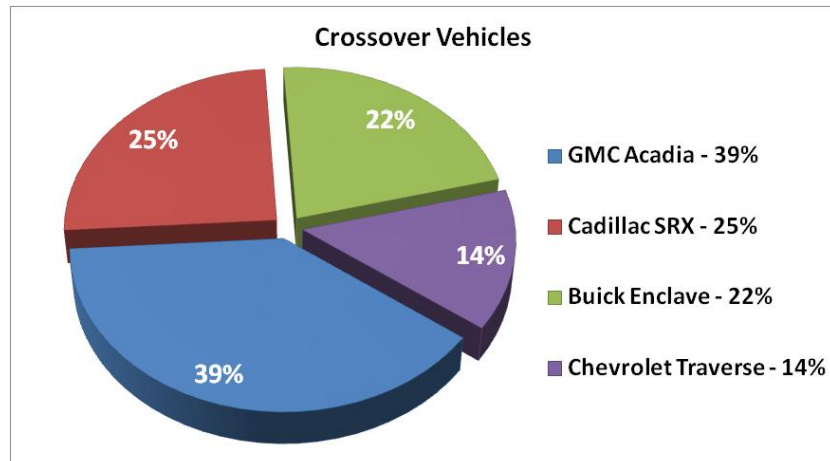
**Costco Auto Program Announces High-End Luxury Models Win Over Costco Members During Promotion with General Motors**

SAN DIEGO, Feb. 19, 2014 – The Costco Auto Program today announced its sales results for the GM Limited-Time Offer, which ended Jan. 2, 2014. The 80-day promotion surpassed the number of vehicles sold during the 92-day offer with General Motors in 2012 by 37 percent, reaching in excess of 21,000 vehicles sold.

**Costco members trend toward high-end models**

High-line, luxury models had the biggest appeal among Costco members during the promotion versus what is typically seen nationally. Cadillac, the latest brand added to the offer, sold more than 3,000 vehicles overall – approximately 14 percent of the total vehicles sold during the GM Limited-Time Offer. The truck segment, with the GMC Sierra and Chevrolet Silverado, made up the majority of vehicles sold at 39 percent – the high-end GMC Sierra took 40 percent of sales in this segment.

For crossover vehicles, the trend toward luxury models continued with the Cadillac SRX and Buick Enclave taking 47% of sales.



California dominated the sales during the promotion representing nearly 30 percent of all units sold. Additionally, California overwhelmingly represented approximately 60 percent of the nearly 1,400 Chevrolet Volts sold during the offer.

### **Offer details**

During the limited-time offer, Costco members received GM Supplier and Friends Pricing as well as all publicly available manufacturer rebates and incentives on eligible Cadillac, GMC, Chevrolet and Buick models. Additionally, Costco members who made a qualifying purchase received a \$500 Costco Cash Card for completing a Costco Auto Program member satisfaction survey. The Costco Auto Program estimates nearly \$11 million in Costco Cash Cards will be distributed to members who participated in the offer.

“At Costco, every service and product we provide is offered with the Costco member’s best interest in mind,” said John Conlon, Costco Services Director. “The Costco Auto Program has been providing Costco members with great service and value for more than 20 years. Special promotions, like the GM Limited-Time Offer, allow Costco members to receive additional values through the Costco Auto Program. With special pricing on 14 qualifying models, as well as a Costco Cash Card, it was easy for our members to recognize the great value offered and they responded in large numbers.”

The Costco Auto Program provides a hassle-free buying experience to Costco members 365 days a year, through its network of more than 3,000 selected dealerships around the country. Occasionally, the Costco Auto Program partners with manufacturers to offer special savings opportunities to Costco members, like the GM Limited-Time Offer.

To learn more about the Costco Auto Program, visit [www.CostcoAuto.com](http://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 350,000 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>.*