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**Costco Auto Program Named Major Influence in the Pre-Owned Industry**

*Recognized in Auto Remarketing Power 300 – Most Powerful Companies in the Pre-Owned Business*

SAN DIEGO, Aug. 1, 2014 – Today the Costco Auto Program announced *Auto Remarketing* named the company to its Power 300 List, a collection of the most influential companies in the U.S. pre-owned vehicle market.

*Auto Remarketing* magazine will list the select companies and their profiles in an Aug. 1, 2014, special report, “The Power 300 – The Most Powerful Companies in the Pre-Owned Business.”

Joe Overby, editor of *Auto Remarketing* commented, “The companies listed in the Power 300 are the major players in the used-car and remarketing worlds. Some are well-known pillars of the business; others are just getting their feet wet, but they are nonetheless making waves. These companies have each made the list for different reasons, but they all have made a significant impact.”

Since 1989, the Costco Auto Program has been providing its participating new-car franchise dealerships exclusive access to a thriving and highly sought-after membership group, looking for an exceptional car-buying experience. When the program rolled out its certified pre-owned program in 2006, it gave its participating dealers the ability to address the needs of Costco members looking for pre-owned vehicles that are backed by a manufacturer warranty. The program has since expanded its pre-owned offerings to include select pre-owned vehicles, a term coined by the Costco Auto Program, for vehicles that are not certified pre-owned but meet strict eligibility requirements, including mileage and time remaining on the original factory warranty.

“The Costco Auto Program is honored to be included in the Power 300,” said Lori Grone, field director for the Costco Auto Program remarketing division. “We constantly look for ways to increase volume and value for dealers participating in our program. We are thrilled to be recognized for these efforts.”

The Costco Auto Program and its participating dealerships share the Costco Wholesale philosophy of offering exactly what Costco members are looking for – a beneficial relationship with outstanding dealerships, excellent value and a superior buying experience. Participating dealerships receive exclusivity for their brand in their market area; providing a one-on-one member-to-dealer experience. They also benefit from comprehensive training, robust dealer support and marketing, and a proven sales process that helps maximize their success.

“In addition to delivering buyers for new and select pre-owned vehicles, the Costco Auto Program also offers a parts, service and accessories benefit to add to the value our participating dealers have to offer Costco members,” commented Grone.

Dealers interested in learning more about the Costco Auto Program can visit

<http://dealers.costcoauto.com> or call 858-777-5111.

#### **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 45 million U.S. Costco cardholders.*

*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.*

*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.*

*Note to editor: high-resolutions are available for download at*

*<http://www.prweb.com/releases/CostcoAutoProgram/Power300/prweb1234567.htm>. To interview a*

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