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Cadillac SRX added to GM Holiday Sales Event

Addressing Costco member demand for luxury vehicles through the Costco Auto Program

SAN DIEGO, Dec. 19, 2014 – The Costco Auto Program announced the addition of Cadillac SRX to the eligible models available during its current promotion with General Motors. A high volume of requests by Costco members for existing Cadillac models currently offered through the program prompted the addition.

The Costco Auto Program launched the Costco GM Holiday Sales Event, Oct. 1, 2014, offering 17 select 2014 and 2015 Chevrolet, Cadillac, Buick and GMC models at GM Supplier Pricing and additional benefits. In order to meet the growing demand for luxury vehicles, Costco members who purchase a 2014 or 2015 Cadillac SRX from Dec. 10, 2014, to Jan. 2, 2015, are now also eligible for the special offer. Additionally, Costco members will receive all qualifying manufacturer rebates and incentives, and a \$600 Costco Cash Card for Executive Members or a \$400 Costco Cash Card for Gold Star and Business Members for completing certain eligibility requirements.* The special offer runs through Jan. 2, 2015.

“The models offered at the launch of the promotion were already some of the most-requested models by Costco members,” said John Conlon, Costco Services director. “Adding the Cadillac SRX is a great opportunity to show a value to even more of our members.”

More than 45,000 Costco members have registered for the event to date, 43 percent higher than the same promotional period last year. According to data collected by the Costco Auto Program, the

Chevrolet Silverado continues to be the most-requested model. GMC Sierra comes in second, followed by GMC Acadia.

The Costco Auto Program has been providing Costco members with great service and value for nearly 25 years. It provides a hassle-free buying experience to Costco members year-round, through its network of more than 3,000 selected dealerships nationwide, and trains and certifies Authorized Dealer Contacts at these dealerships to ensure superior customer service. The program also provides Costco members with online tools to research and compare vehicles, locate a participating dealer, and make a purchase at a low, prearranged price.

Visit CostcoAuto.com or call 1-877-746-7422 to learn more about the Costco Auto Program and the 2014 Costco GM Holiday Sales Event.

About the 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 as discounts on automobile parts, service and accessories, to more than 45 million U.S. Costco cardholders.

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>.

**Restrictions apply. Visit CostcoAuto.com/GM for complete offer details.*

Note to editor: To interview a Costco Auto Program representative and request high-resolution images, contact Honey Mae P. Kenworthy at hkenworthy@costcoauto.com or (858) 777-6538.

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