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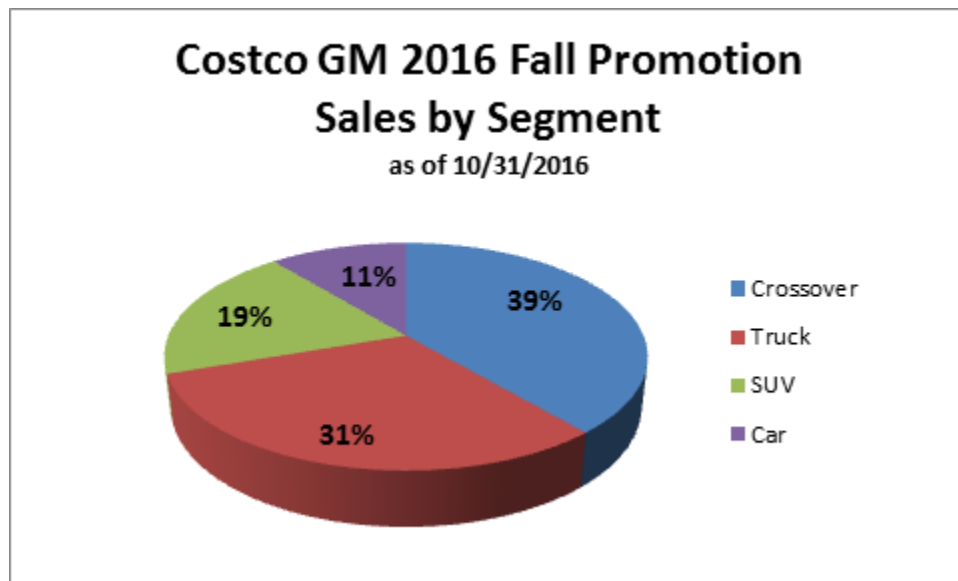
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**Costco Members Show High Demand for Crossover and Truck Segments**

*Crossovers and trucks represent 70 percent of purchases made during the GM Holiday Sales Event*

SAN DIEGO, November 11, 2016 – Costco Auto Program today announced Costco members showed a strong interest in the crossover and truck segments in the first month of the General Motors Holiday Sales Event. These segments made up 70 percent of the vehicles purchased through Oct. 31, 2016.

Additionally, the company reported that October included the highest registration day in the history of Costco Auto Program promotions with more than 4,200 Costco members registering for the offer on Oct. 19, 2016, alone. Prior to this, the highest number of registrations received in one day was during the 2015 promotion and it was less than half the amount of the Oct. 19, 2016, registrations.



Costco members requested Chevrolet and GMC models most often. The Silverado continues to be the most popular vehicle during the offer, as it was during past Holiday Sales Events, representing

9.1 percent of vehicle requests. A close second is the GMC Acadia at 8.4 percent. The GMC Sierra comes in third at 6.5 percent. The Chevrolet Tahoe received 5.5 percent, followed by the Chevrolet Equinox, with 5.1 percent of vehicle requests.

<b>Most requested vehicle by segment</b>	
Car	Chevrolet Malibu
Crossover	GMC Acadia
SUV	Chevrolet Tahoe
Truck	Chevy Silverado 1500

“Just one month into the GM Holiday Sales Event, we saw a 44 percent increase in the number of vehicles sold compared to last year’s event,” said Jim Cain, GM spokesperson. “The event is off to a great start and we look forward to seeing what the coming weeks will bring.”

Costco members who register for the Holiday Sales Event at [CostcoAuto.com/GM](http://CostcoAuto.com/GM), purchase and take delivery of a qualifying vehicle between Oct. 1, 2016, and Jan. 3, 2017, will receive GM Supplier Pricing, as well as most currently available GM incentives. In addition, Executive Members will receive a \$700 Costco Cash Card or Gold Star and Business Members will receive a \$300 Costco Cash Card for completing a Costco Auto Program member satisfaction survey after purchasing a qualifying model and taking delivery by Jan. 3, 2017.\*

Visit [CostcoAuto.com/GM](http://CostcoAuto.com/GM) or call 1-855-703-2559 for a complete list of eligible vehicles and to learn more about the 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. This service offers prearranged pricing and a first-class buying experience on new and select pre-owned vehicles, RVs, motorcycles and powersports products, as well as discounts on most automobile parts, service and accessories for U.S. Costco members.*

*The Costco Auto Program is operated by Affinity Auto Program, which managed the program since its inception in 1989. Last year alone, Costco members purchased more than 465,000 vehicles through the program. The Costco Auto Program surveys members who use the program to ensure the service continues to meet their high expectations. More than 96 percent of members who responded to the survey gave it high marks for value, service and overall experience.*

### **About Costco Wholesale Corporation**

*Costco Wholesale Corporation (NASDAQ:COST) currently operates 717 warehouses, including 503 in the United States and Puerto Rico, 91 in Canada, 36 in Mexico, 28 in the United Kingdom, 25 in Japan, 12 in South Korea, 12 in Taiwan, eight in Australia and two in Spain. Costco also operates electronic commerce web sites in the U.S., Canada, the United Kingdom, Mexico, South Korea and Taiwan.*

### **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 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; not compatible with some other GM offers. Visit [CostcoAuto.com/GM](http://CostcoAuto.com/GM) for complete offer details.*

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