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Costco Auto Program, General Motors Offer Highly Sought-After Models

Offering exceptional savings on four General Motors brands, including luxury and fuel-efficient vehicles

SAN DIEGO, Oct. 1, 2014 – After record-high sales during the winter promotion with General Motors last year, the Costco Auto Program today announced a new offer with more models to choose from and an increased value to customers who have Costco Executive Memberships. Focusing on models that received the most inquiries from Costco members, the 2014 Holiday Sales Event offers savings and additional benefits on more trucks, SUVs, fuel-efficient and luxury vehicles than ever before.

Beginning Oct.1, 2014, through Jan. 2, 2015, Costco members who register for the offer at CostcoAuto.com will receive GM Supplier Pricing on the following 17 select 2014 and 2015 models:

- **Buick:** Enclave and Encore
- **Cadillac:** ATS, CTS, ELR and XTS
- **Chevrolet:** Equinox, Silverado, Suburban, Tahoe, Traverse and Volt
- **GMC:** Acadia, Sierra, Terrain, Yukon and Yukon XL

All qualifying manufacturer rebates and incentives also will be applied. Plus, Executive Members will receive a \$600 Costco Cash Card, and Gold Star and Business Members will receive a \$400 Costco Cash Card, upon completion of eligibility requirements.*

During the 2013 GM limited-time offer, Costco members purchased more than 21,000 vehicles. High-end luxury models as well as the Chevrolet Volt drew a strong response from Costco members. This year's lineup includes more trucks and SUVs, as well as the Cadillac ELR – a model that offers both luxury and fuel efficiency.

“This holiday promotion with General Motors makes it easy for Costco members to realize special savings on the brands and models they like,” said John Conlon, Costco Services director. “It’s an opportunity to highlight the value the auto buying program brings for our members while giving exceptional value.”

Costco Auto Program has been providing Costco members with great service and value for more than two decades. It provides a hassle-free buying experience to Costco members 365 days a year, through its network of more than 3,000 selected dealerships nationwide. 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.

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

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.

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.

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