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**General Motors' Brands Top Most-Requested Vehicles by Costco Members**

*General Motors jumps to no. 1 spot, passing Toyota, in Costco member requests according to the Costco Auto Program*

SAN DIEGO, Nov. 4, 2014 – The Costco Auto Program today announced General Motors' brands surpassed Toyota and Honda to take the no. 1 position among the most-requested vehicles by Costco members, in October.

"Taking the no. 1 spot as the most-requested brand by Costco members confirms that we made the right decision in partnering with the Costco Auto Program to offer the Costco GM Holiday Sales Event," said James Bell, head of consumer affairs for General Motors. "Together, we were able to collaborate on a unique savings opportunity, featuring a diverse vehicle selection, GM Supplier Pricing and a Costco Cash Card offer that members find valuable during the holiday season. We're excited to be a part of it!"

The Costco Auto Program launched the Costco GM Holiday Sales Event, Oct. 1, 2014. The special offer features 17 select 2014 and 2015 models at GM Supplier Pricing and additional benefits; including all qualifying manufacturer rebates and incentives, and a \$600 Costco Cash Card for Executive Members or \$400 Costco Cash Card for Gold Star and Business Members for completing certain eligibility requirements.\* The special offer runs through Jan. 2, 2015.

More than 17,000 Costco members registered for the event in the first 30 days of the promotion, 33 percent higher than the same promotional period last year. According to data collected by the Costco Auto Program, the four biggest increases in average daily requests are for trucks, SUV and luxury

models. Taking a closer look at the promotion, GM vehicles dominated the top six most-requested vehicles in October. Chevrolet Silverado is 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](http://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](http://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](mailto:hkenworthy@costcoauto.com) or (858) 777-6538.*

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