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COSTCO AUTO PROGRAM RECOGNIZES DEALERS WITH MONTHLY AWARD
Announces yearlong Driving Member Satisfaction event

SAN DIEGO, April 28, 2015 – Costco Auto Program today announced a new initiative to further enhance participating dealers' efforts to deliver a best-in-class auto-buying experience for Costco members – the Driving Member Satisfaction event – awarding \$2,000 to the winning Authorized Contact and general manager team. The event is Costco Auto Program's unique way to thank its participating dealers and help bolster their individual store Customer Service Index (CSI) scores by encouraging them to continue to excel at what they do best – providing Costco members with an exceptional buying experience.

The first award recipient is Carol Gonzalez at Honda of Bowie, in Bowie, Maryland, and her general manager, Jeffrey Berlant. Honda of Bowie has been offering Honda vehicles through Costco Auto Program since 2008. While the dealership has been part of the program for approximately seven years, Berlant has been working with the Costco Auto Program for the last 10 years, beginning with dealerships in the New York market.

"For the customer who understands the value of the service, the Costco Auto Program makes it a very pleasant experience. This is something we strive for here," said Berlant. "Next to buying our house, an automobile is the second most expensive thing we buy. Over the years it [buying a car] has become a very stressful process. With the Costco Auto Program, the customer wants the process to be low-pressure with the assurance of the dealer meeting their buying expectations."

"We're proud to partner with the Costco Auto Program and its members," adds Berlant. "I look forward to a very long relationship with Costco and their members in this marketplace."

“I think the Costco Auto Program is awesome! It does the customer a big favor to know that it’s a hassle-free, low price,” said Gonzalez. “I definitely recommend it to people who are Costco members. If they are not, I recommend they should be. It’s definitely a great service for Costco buyers who are in the market.”

Each month a certified Costco Auto Program Authorized Contact and their general manager receive \$1,000 each for their dedication to providing Costco members with outstanding value and service by following the program’s 25-year proven process. Dealers earn one entry for every excellent shopping experience, as indicated by Costco member satisfaction surveys. There is no limit to the number of entries an Authorized Contact can receive. Winners are selected at random from all entries at the end of each month. In addition, the store’s general manager will also be recognized for their role in guiding the Authorized Contacts at the dealership and encouraging them to provide the best Costco Auto Program experience.

Costco Auto Program has been providing a stress-free and innovative auto-buying service for Costco members for more than 25 years. Beginning with initial contact from the Costco member, to their follow-up after the sale, Costco Auto Program provides unwavering support for its participating dealers and members throughout the entire purchase experience. The company’s proven streamlined sales process provides the foundation for the comprehensive training and assistance it provides its Authorized Contacts. Thoughtful execution of the program’s processes and procedures lead to higher closing ratios and increased CSI scores for participating dealerships. 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

Since 1989, the Costco Auto Program has been providing its participating dealerships exclusive access to a thriving and highly sought-after membership group who are looking for an exceptional experience when it comes to purchasing a vehicle. 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, outstanding value and superior buying experience. Participating dealerships receive exclusivity 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 drive more quality buyers to its participating dealerships.

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

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