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### **Costco Auto Program Projects 20 Percent Sales Growth**

*Holiday Sales Event includes GM Supplier Pricing on popular models from four General Motors brands*

SAN DIEGO, October 1, 2015 – After recording the highest sales during any previous special offer in winter 2014, Costco Auto Program today announced its latest promotion with General Motors. It projects a 20 percent growth in vehicle sales compared to last year, approximately five times the projected increase for the U.S. retail auto industry. The Holiday Sales Event offers additional savings and benefits to Costco members on popular models from Chevrolet, Buick, GMC and Cadillac. Among the models being offered is the Chevrolet Silverado, the vehicle that has consistently led sales during these winter events since the two companies first teamed up in 2011.

Beginning Oct. 2, 2015, through Jan. 4, 2016, Costco members who register for the offer at [CostcoAuto.com](http://CostcoAuto.com) will receive GM Supplier Pricing and additional benefits on a variety of 2015 and 2016 trucks, SUVs, luxury and fuel-efficient vehicles. The diverse lineup will include the top three, most-requested models from each of the four General Motors brands: Chevrolet Silverado, Cruze and Tahoe; Buick Enclave, Encore and LaCrosse; GMC Acadia, Sierra and Yukon; and Cadillac ATS, CTS and SRX. For a complete list of eligible vehicles, visit [www.CostcoAuto.com/GM](http://www.CostcoAuto.com/GM).

The GM Supplier discount represents a considerable value for Costco members. It offers pricing reserved for GM supplier employees that is less than the Manufacturer's Suggested Retail Price (MSRP). Additionally, all qualifying manufacturer rebates and incentives will be applied to the transaction. Plus, Executive Members will receive a \$700 Costco Cash Card, and Gold Star and Business Members will receive a \$300 Costco Cash Card upon completion of eligibility requirements. \* Gold Star and Business

Members may upgrade to an Executive Membership in order to receive the additional \$400 Costco Cash Card.

During the 2014 GM Limited-Time Offer, 43,400 vehicles sold with a 69 percent closing rate on the eligible vehicles -- more than twice the amount sold during the winter 2013 offer. The truck segment once again took the lead, making up 39 percent of total sales. Chevrolet Silverado and GMC Sierra received the most demand with more than 17,000 vehicles sold. The crossover segment, whose seven models represented a larger share of the promotional vehicles available, came in a close second to trucks representing 35 percent of total sales.

"Increasing consumer confidence coupled with falling gas prices last year helped crossovers, trucks and SUVs trend higher in 2014; so it's no surprise that our special offer reflected the same results," said John Conlon, Costco Services director. "We're pleased to provide our members yet another opportunity in 2015 to purchase vehicles that meet their needs while providing great value and a quality, time-saving purchasing experience at the same time."

Costco Auto Program is adding a social element to its marketing efforts by launching an interactive social media quiz similar to the popular personality-driven quizzes on Facebook, "Are You Driving the Right Car?" The quiz includes 10 questions about the driver's personality to determine a vehicle recommendation from one of the four brands offered during the Holiday Sales Event. More than 600 variables will be measured to determine the outcome. The quiz will be available on most social media platforms during the promotion and posted on [Facebook.com/CostcoAuto](https://www.facebook.com/CostcoAuto).

Costco Auto Program has been providing Costco members with great service and value for more than 25 years. It showcases a streamlined 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 with exclusive member advocates to support Costco members throughout their vehicle purchase process.

Visit [CostcoAuto.com](http://CostcoAuto.com) or call 1-855-703-2559 to learn more about the Costco Auto Program.

### ***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, 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 nearly 400,000 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.*

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