

Costco Auto Program Unveils Special Edition Chevrolet Silverado

Introducing the first vehicle with an exclusive package designed especially for Costco members

New York, New York ([PRWEB](#)) March 23, 2016 -- Costco Auto Program has teamed up with Chevrolet to deliver a 2016 Chevrolet Silverado 1500 LTZ Crew Cab with an exclusive package available only for Costco members. Announced during a press event last night, only 5,000 of these trucks will be available for factory order. This is the first offer of its kind, combining premium vehicle features with exceptional value that is only available through this limited time event. Examples of the truck will be on display at select Costco warehouses throughout the United States.

“The Chevrolet Silverado has consistently led sales during every promotion we’ve held with General Motors,” said Dan Martinez, Costco Services manager. “Delivering this highly sought-after vehicle with an exclusive package designed just for Costco members is the next step in the evolution of benefits offered by the Costco Auto Program.”

Only 5,000 full-size trucks will be available for factory order from April 1 to May 31, 2016, or while supplies last, to purchase or lease. Costco members have the option of choosing two-wheel or four-wheel drive, in a variety of colors. Powerful and fuel efficient, the truck boasts a 5.3-liter EcoTec3® V8 engine with Active Fuel Management(TM). Premium features include the following: 22-inch limited edition chrome wheels released for the first time during this offer, 6-inch chrome rectangular steps, heated and cooled leather-appointed bucket seats, navigation system, Bose® premium audio, front and rear park assist, forward collision alert, lane departure warning, and a signature black bowtie badge. To complete the package, a folding Tonneau cover and spray-in bed liner are included.

This special edition Silverado value offer for Costco members is GM Supplier Pricing, all qualifying manufacturer rebates and incentives, a \$1,000 exclusive Costco member allowance, plus a \$1,000 Costco Cash Card for completing a Costco Auto Program survey*.

“This is the first time we have teamed up to offer an exceptional vehicle that is only available to Costco members,” says Sandor Pizar, Chevrolet Truck marketing director. “The package combines Chevrolet’s legendary reliability and capability with a unique appearance and an exceptional value designed exclusively for Costco.”

Serving Costco members for more than 25 years, the Costco Auto Program showcases low, prearranged pricing on most makes and models as well as a streamlined buying experience through its network of more than 3,000 hand-selected dealerships nationwide. The Costco Auto Program provides a solution for members who want to maintain their current vehicles by offering 15 percent off most parts, service and accessories at participating service centers. Also, member advocates are available to support Costco members throughout the purchasing process to further ensure an exceptional vehicle-buying experience.

Visit GM.CostcoAuto.com or call 1-855-703-2559 to learn more about the Special Edition Silverado and the Costco Auto Program.

*Terms and conditions apply. Visit GM.CostcoAuto.com for complete offer details.

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 and select pre-owned vehicles, motorcycles and powersports products, as well as discounts on most automobile parts, service and accessories to U.S. Costco members.

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 465,000 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 that 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 698 warehouses, including 488 in the United States and Puerto Rico, 90 in Canada, 36 in Mexico, 27 in the United Kingdom, 24 in Japan, 12 in South Korea, 11 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'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>.

About Chevrolet

Founded in 1911 in Detroit, Chevrolet is now one of the world's largest car brands, doing business in more than 115 countries and selling more than 4.0 million cars and trucks a year. Chevrolet provides customers with fuel-efficient vehicles that feature engaging performance, design that makes the heartbeat, passive and active safety features and easy-to-use technology, all at a value. More information on Chevrolet models can be found at www.chevrolet.com.

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