

Costco Auto Program Announces Largest Selection of Vehicles During Holiday Sales Event

Including several vehicles never before offered through a Costco Auto Program promotion

SAN DIEGO, CA ([PRWEB](#)) October 01, 2016 -- Costco Auto Program today announced it has again partnered with General Motors to bring back the Holiday Sales Event for Costco members. During the holiday promotion last year nearly 58,000 vehicles were sold – a 34 percent increase over 2014 sales. This year’s event features a selection of popular models from Chevrolet, Buick, GMC and Cadillac, as well as a few vehicles never before offered during the Holiday Sales Event, like the Chevrolet Colorado mid-size pickup truck, Buick Cascada Convertible, Cadillac XT5 Crossover and versatile GMC Canyon mid-size pickup truck.

Costco members who register for the Holiday Sales Event at [CostcoAuto.com/GM](#), then purchase and take delivery of a qualifying vehicle between Oct. 1, 2016, and Jan. 3, 2017, will receive GM Supplier Pricing, as well as most currently available GM incentives. In addition, Executive Members will receive a \$700 Costco Cash Card and Gold Star and Business Members will receive a \$300 Costco Cash Card for purchasing a qualifying model and completing all eligibility requirements.* A complete list of eligible vehicles is available at [CostcoAuto.com/GM](#).

“General Motors is excited to partner with Costco Auto Program to bring this valuable offer to Costco members,” said Jim Cain, GM spokesperson. “Seeing the continued success of the Holiday Sales Event with each year, GM is pleased to offer the largest selection of vehicles to date for Costco members that will make the event just as popular, if not more so, than last year’s event.”

Costco Auto Program is the auto-buying service exclusively for Costco members, providing great service and value for more than 25 years. The program delivers a streamlined buying experience to Costco members year-round through its network of more than 3,000 specially selected dealerships nationwide. Authorized Dealer Contacts at these dealerships are trained and certified to deliver superior customer service. The program also provides Costco members online tools to research and compare vehicles, as well as locate a participating dealer to make a purchase at a low, prearranged price. To further enhance the auto-buying experience, member advocates are available to support Costco members throughout their vehicle purchase process.

In addition to a wide selection of new vehicles, Costco Auto Program offers Costco member savings on select pre-owned vehicles, RVs, motorcycles and powersports. It also provides a solution for members who want to maintain their current vehicles by offering 15 percent off parts, service and accessories at participating automotive service centers (up to a maximum of \$500), and powersports dealerships (up to a maximum of \$200). Some exclusions apply. Members can also use the discount toward apparel at participating powersports dealerships.

Visit [CostcoAuto.com](#) or call 1-855-703-2559 to learn more about the Costco Auto Program and the 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 and select pre-owned vehicles, RVs, 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 who 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 715 warehouses, including 501 in the United States and Puerto Rico, 91 in Canada, 36 in Mexico, 28 in the United Kingdom, 25 in Japan, 12 in South Korea, 12 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>.

*Restrictions apply. Not available with some other GM offers. Take delivery by Jan. 1, 2017. Visit CostcoAuto.com/GM for complete offer details.

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