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Costco Auto Program Most Sought-After Promotion Returns

Holiday Sales Event features a popular lineup of vehicles from Chevrolet, Cadillac, Buick and GMC models

SAN DIEGO, October 4, 2017 – Costco Auto Program today announced the Holiday Sales Event, its most prominent promotion in conjunction with General Motors, on a wide selection of 2017 and 2018 Chevrolet, Buick, GMC and Cadillac vehicles. This year’s lineup includes Costco member best-sellers such as the Chevrolet Silverado, Buick Encore, GMC Acadia and Cadillac XT5.

This exclusive Costco member offer runs Oct. 3, 2017, through Jan. 2, 2018, and includes GM Supplier Pricing and most currently available GM incentives, plus a Costco Cash Card after purchasing or leasing an eligible model and completing a Costco Auto Program survey.*

“Whether members prefer horsepower, fuel efficiency or extra passenger space, our vehicle lineup has something for everyone, making this the most sought-after Costco Auto Program event of the year,” said Rick Borg, executive vice president at Costco Auto Program. “Our collaboration with General Motors on the holiday sales event has resulted in high member satisfaction and an increase in vehicle sales year over year.”

In 2016, more than 95 percent of Costco members surveyed who took delivery of an eligible vehicle during the 2017 Holiday Sales Event rated the value of the offer as “good to excellent,” with 99.5 percent stating they will consider using Costco Auto Program again.

To receive this special offer, Costco members need to:

1. Register by visiting CostcoAuto.com/GM or calling 1-855-722-6272 to get a GM Authorization Number and locate a dealership participating in the offer.
2. Schedule an appointment and provide a Designated Dealer Contact with the GM Authorization Number to unlock the savings and benefits available during the Holiday Sales Event.
3. Be a current Costco member by Oct. 2, 2017.
4. Submit a redemption form within 30 days of an eligible vehicle purchase or lease and complete a Costco Auto Program member satisfaction survey to receive a Costco Cash Card.
 - **\$700** for Executive Members
 - **\$300** for Gold Star and Business Members

The Holiday Sales Event is one of many special offers Costco Auto Program offered this year, all of which generated brand interest, vehicle sales for manufacturers and great value for Costco members.

During a recent Cadillac promotion, approximately 76 percent of Costco members who visited a participating dealership through the Costco Auto Program took advantage of the special offer and

purchased a vehicle. These opportunities between Costco Auto Program and major auto manufacturers continue to help manufacturers reach their goals, while providing Costco members with extra value and savings when purchasing a new vehicle.

For full details on the 2017 Holiday Sales Event, members can visit CostcoAuto.com/GM or call 1-855-722-6272.

About the Costco Auto Program

The Costco Auto Program is recognized as a leading member-focused auto-buying program in the industry. This 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 automobile parts, service and accessories for U.S. Costco members. The Costco Auto Program is operated by Affinity Auto Program, which has operated the program since its inception in 1989. In 2016, Costco members purchased approximately 490,000 vehicles through the program. The Costco Auto Program surveys members who use the program to ensure the service continues to meet their high expectations. More than 96 percent of members who responded to the survey gave the program high marks across three categories – value, service and overall experience.

About Costco Wholesale Corporation

Costco Wholesale Corporation (NASDAQ:COST) currently operates 741 warehouses, including 514 in the United States and Puerto Rico, 97 in Canada, 37 in Mexico, 28 in the United Kingdom, 26 in Japan, 13 in Korea, 13 in Taiwan, nine in Australia, two in Spain, one in Iceland and one in France. Costco also operates electronic commerce websites in the U.S., Canada, the United Kingdom, Mexico, Korea and Taiwan.

*Visit CostcoAuto.com/GM for full details, a list of eligible vehicles, eligibility dates, terms and conditions.