

GM Woos Used Car Buyers with New Online Service

Factory Pre-Owned Collection creates a simpler, easier experience

- **Huge inventory of pre-owned, low-mileage vehicles available online**
- **Features easy-to-compare suggested pricing using Kelley Blue Book® Fair Market Range**
- **Extension of GM's Shop-Click-Drive online shopping service**

DETROIT – Online shoppers in the U.S. looking for a used Chevrolet, Buick, GMC or Cadillac will soon have access to a national inventory of low-mileage former General Motors lease, daily rental and company-owned vehicles never before available to the public in one easy-to-navigate place.

GM Chairman and CEO Mary Barra today announced the company is launching the Factory Pre-Owned Collection as another example of GM's efforts to earn customers for life.

"We know that many of our customers who are shopping for a used car want to complete more of the process online, and that number is growing," Barra said. "GM is already a leader in online new car shopping with our Shop-Click-Drive service, and we are expanding it with the Factory Pre-Owned Collection, making GM the first automaker to offer this choice to consumers."

GM's Factory Pre-Owned Collection will feature a nationwide inventory of more than 30,000 vehicles, all with fewer than 37,000 miles, and including an extended factory bumper-to-bumper limited warranty.

Consumers can easily compare suggested prices on the site to what others in their area have paid using the Kelley Blue Book Fair Market Range, which is based in part on what others in the vehicle's area have paid for the same or similar vehicles. Customers can also get a Carfax Vehicle History Report on the vehicles displayed on the site. The Factory Pre-Owned Collection site (www.factorypreownedcollection.com) will be available to consumers in February.

"Kelley Blue Book's mission is to provide this type of trusted valuation and car shopping information to help consumers make the best possible purchase decision," said Jared Rowe, president of Cox Automotive Media Division, which includes Kelley Blue Book.

Online shoppers who use the Factory Pre-Owned Collection will follow three simple steps:

1. Browse the inventory to find the vehicle of their choice.
2. Choose a participating GM dealer and reserve their vehicle using the Shop-Click-Drive experience.
3. Finalize their purchase and take delivery of their vehicle from their selected dealer.

The Factory Pre-Owned Collection also features a three-day/150-mile exchange program, a three-month trial of the OnStar Guidance Plan and the Sirius/XM Satellite Radio All-Access Package and more. Vehicles also come with roadside assistance and courtesy transportation during the warranty period.

“Technology and consumer demands are disrupting the used car marketplace, and GM is leading the way in transforming the way used cars are sold,” said Alan Batey, president, GM North America. “The Factory Pre-Owned Collection creates a simpler, easier experience for our customers and offers them more choices, less hassle and greater peace of mind. It’s also great for our dealers and GM because it introduces new buyers to our brands and increases residual values. Everybody wins.”

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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, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. 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>.

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