

GM Private Offer

Purpose

Provide program overview and details for the GM Private Offer program.

Background

Invest in America continues to push for opportunities to provide discounts for credit union members while strengthening the relationship with GM. By targeting key occupational segments with a private offer, incremental GM sales and credit union loans can be achieved.

Program Overview

Participating Credit unions will be able to offer select members an incremental \$750 on top of the credit union member discount. The GM Private Offer includes exclusive credit union financing based on the following requirements:

Program Period

| Occupational Segment* | Program Dates |
|--|---------------|
| Healthcare Professionals (Doctors, Nurses, Medical Techs.) | TBD |
| Education Professionals (Professors, Teachers) | TBD |
| Public Service Professionals (Fire, Police, Municipal Employees) | TBD |
| Labor Trades Professionals (Plumbers, Carpenters, Electricians) | TBD |
| Military Professionals (Armed Services, Reserves, Guard) | TBD |

*Examples provided are not representative of all occupations included in a particular segment

Program Details

Program Rules:

- Credit unions will be required to sign the participation agreement (Attachment I) and return no later than 45 days prior to program start
- Credit unions can elect to participate in as many segments as their membership entails
- Credit unions must provide an approximate mail count for each segment selected
- A control group for each segment selected will require non-mailing to 10% of segment (Example: If segment mail count equals 10,000 then the credit union would mail 9,000 and hold back 1,000)
- Credit unions will develop a direct mail piece (post card, letter or email) which includes the following creative elements:
 - Instructions for going to LoveMyCreditUnion.org to secure and fill in the GM Credit Union Member Discount authorization code
 - Invest in America logo
 - GM \$750 offer creative
 - GM “May the Best Car Win” Creative
 - At least one 2010 GM focus vehicle image
 - Variable printing is required to provide unique program codes for each member
 - It must read: PROGRAM CODE: XXXXXXXXX
 - This applies to all targeted communications (postcard, letter or email)
 - The location of the code is at your discretion but must be easily identifiable by members and dealers
 - “Available on most 2009 and 2010 GM vehicles” included in body of piece
 - Program dates
 - Disclaimer

- Submit direct mail piece, for preapproval, no later than two weeks prior to program start date to drew.cook@cucorp.com
- Provide member names and zip codes for mailing and control group, in an encrypted file, in accordance to the signed data share agreement (Attachment II)
- Mail drop or email approved marketing piece on or before the designated program start date

Credit Union Sign Up Procedures:

- Fax participation agreement and data share agreement to 734-793-1540 (Credit Union participation will be on a first come basis with total participation based on General Motor's budget)
- Participation is not approved until a fully executed Participation Agreement is return faxed
- Once approved, member instructions, artwork, logos, disclaimers and program codes will be emailed to the credit union 30 days prior to launch

Attachments

- Participation Agreement
- Data Share Agreement

Kim Irwin
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