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Invest in America Makes it Easier and More Affordable to Purchase a New GM

Livonia, MI, May 26, 2011 – For over three years, Invest in America and General Motors (GM) have been teamed up to bring credit union members nationwide valuable discounts on a new vehicle. And there’s never been a better time to purchase a new GM. They’re expanding their plants, hiring back employees and even won the 2011 North American Car of the Year for their Chevy Volt at the North American International Auto Show in Detroit.

Invest in America offers two ways to make it easier and more affordable for credit union members to purchase a new GM. The first way is the Credit Union Member Discount from GM. This exclusive Preferred Pricing discount helps members save up to thousands of dollars on some of their most popular models. Plus, Invest in America incentives can be added to nearly all dealer incentives, enabling members to save thousands more.

Another way members can save is by financing their new GM with their credit union. Most credit union members already know they can rely on their credit union to offer them competitively low loan rates, and auto loans are no different. Invest in America and GM facilitate credit union financing with a handy link on their microsite dedicated to this member discount.

To take advantage of the savings, members first need to obtain a GM authorization code at www.mygmdiscount.com. While there, visitors can click the Apply Now for a Credit Union Loan button on the left sidebar and then simply choose their state and name of their credit union. They will then be taken to their credit union’s website to begin the auto loan application process.

“Both Invest in America and GM are dedicated to helping credit union members save as much money as they can on a new vehicle, and to do so as simply and easily as possible. Through our partnership, 296,327 members have purchased a new GM generating 130,098 credit union auto loans,” explains Lisa Rizk, vice president of Membership Enhancements and National Sales at CU Solutions Group. Membership Enhancements is the division overseeing the Invest in America program.

To learn more about Invest in America and the Credit Union Member Discount from GM – as well as the other cost-saving member discounts – visit LoveMyCreditUnion.org.

CU Solutions Group serves the credit union industry nationwide by offering essential solutions in four key areas: marketing, technology, membership enhancements and performance management. It was formed out of the combination of CU Village and HRN Management Group, and is owned by 37 investors made up of leagues, credit unions and Credit Union System organizations.

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