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## After Nearly Seven Years and One Million Vehicles Sold, GM's Credit Union Member Discount Sunsets

**Livonia, MI (August 31, 2015)** – Today, CU Solutions Group CEO David Adams announced that the exclusive GM Credit Union Member Discount program will be suspended on October 1, 2015. The GM Discount for credit union members began in 2008 during very tenuous times in the automotive industry. CU Solutions Group and its credit union member rewards program approached General Motors with a unique opportunity to earn the loyalty of credit union members across the country; and no one predicted its success. “As with anything new, there are always doubts. In fact, many within the credit union industry wondered whether our program with GM would even last six months,” stated Adams. “We were confident that bringing this great value and brand to credit union members would drive growth for both GM and credit unions, but had no idea of the success that this partnership would bring.”

Over the last six-and-a-half years, CU Solutions Group's credit union member rewards program, Love My Credit Union Rewards (formerly Invest in America), drove over \$20B in GM sales revenue and, in turn, created \$9.2B in credit union member loans.

“Partnerships change for a variety of reasons, and in this case, it was GM's improved financial strength and the strong demand for its products that drove this decision. However, it is rare to see things end on such a successful note,” says Adams.

The growth of this partnership would not have been possible without the strong support of the credit union industry. Credit union associations promoted the program to their member credit unions. Credit unions marketed it directly to their members and CU Solutions Group promoted it to the public. Together, we helped GM sell close to one million vehicles while helping credit unions add 400,000 loans worth \$9B to their loan portfolios during these past six-and-a-half years.

Working together, the credit union industry was able to deliver great success to one of the best known brands in the country, bring exclusive savings to credit union members and improve loan growth for credit unions.

*CU Solutions Group serves the credit union industry by offering essential solutions in five key areas: marketing, technology, membership enhancements, performance management and lending & operations. CU Solutions Group was formed out of the combination of CU Village and HRN Management Group, and is owned by hundreds of investors made up of leagues, credit unions and credit union system organizations. CU Solutions Group is the home of the well-known credit union industry program Love My Credit Union Rewards and its trusted partners like Sprint, Intuit, DIRECTV and more. [www.cusolutionsgroup.com](http://www.cusolutionsgroup.com)*

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