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FOR IMMEDIATE RELEASE

Cadillac Rejoins CU Solutions Group's Love My Credit Union Rewards Limited Opportunity for Year-End Credit Union Loans on Great Cadillac Brands

Livonia, MI, December 17, 2014 – For a limited time, GM's luxury brand Cadillac has rejoined CU Solutions Group's Love My Credit Union Rewards. When Love My Credit Union Rewards first launched in 2008 under the Invest in America brand, Cadillac was part of the Credit Union Member Discount from GM. CU Solutions Group is happy to announce Cadillac's return, which enables credit union members to save thousands on new, eligible Cadillac vehicles. The pilot discount program for Cadillac is offered from November 1, 2014 to January 5, 2015. With a strong industry marketing push, CU Solutions Group hopes to retain Cadillac as a long-term addition to Love My Credit Union Rewards.

"We're thrilled to have Cadillac back as part of the Credit Union Member Discount from GM," states David Adams, CEO of CU Solutions Group. "With luxury car sales on the rise, this discount couldn't have come at a better time. The addition of Cadillac alongside Chevrolet, Buick and GMC, gives credit unions another big reason to promote the credit union member discounts to their members. The credit union industry's support during this trial period will determine whether Cadillac remains in Love My Credit Union Rewards for the long haul."

Cadillac operates in over 40 countries and has experienced 28 percent global growth in 2013 with an increase of almost 10 percent so far this year. The luxury brand has already sold over 130,000 vehicles as of October 2014.

Love My Credit Union Rewards has driven over 605,000 car and truck sales for GM brands since its inception in early 2008 and it's estimated that the Credit Union Member Discount from GM has helped credit unions close over 353,000 auto loans valued at more than \$7.8 billion since the program began six years ago. The program has successfully driven growth for GM, with credit union member discount sales up nearly 80% year-over-year through September of 2014; and helped credit union members across the country enjoy great savings. Members have saved over \$1 billion through the Love My Credit Union Rewards program.

CU Solutions Group serves the credit union industry by offering essential solutions in four key areas: marketing, technology, membership enhancements, and performance management. Its Michigan Solutions division complements these areas with a focus on serving Michigan credit unions. It was formed out of the combination of CU Village and HRN Management Group, and is owned by more than 100 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, GM, Intuit's TurboTax, DIRECTV and more. Learn more at LoveMyCreditUnion.org, www.facebook.com/LoveMyCreditUnion or www.twitter.com/LoveMyCU.

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