

GEORGIA CREDIT UNION

*Affiliates*

6705 SUGARLOAF PARKWAY, SUITE 200

DULUTH, GA 30097

[WWW.GCUA.ORG](http://WWW.GCUA.ORG), 770-476-9625

[WWW.CREDITUNIONS.ORG](http://WWW.CREDITUNIONS.ORG)

**FOR IMMEDIATE RELEASE**

Contact: Anita Paul, Director of Communications  
(678) 542-3415, [anitap@gcua.org](mailto:anitap@gcua.org)

**GEORGIA CREDIT UNIONS JOIN 7,900 NATIONWIDE IN EXPANDED  
“INVEST IN AMERICA” PARTNERSHIP WITH GM AND CHRYSLER LLC**

*America’s Credit Unions ready to lend \$80 billion for low-cost auto loans*

DULUTH, GA (January 7, 2009) – America’s Credit Unions, along with General Motors and Chrysler Corporation LLC, announced today that the **“Invest in America”** credit union loan partnership has been expanded from the pilot states to all 50. This gives 90 million credit union members across the country access to GM’s **“Credit Union Member Discount Program”** and Chrysler’s **“Credit Union Member Cash”** discounts as well as access to affordable financing on new vehicle purchases.

The 175 credit unions in Georgia join the expanded **“Invest in America”** program, which now encompasses nearly 8,000 credit unions nationwide and makes available more than \$80 billion in credit union low-cost auto loans for new vehicle purchases. **“Invest in America”** is an example of how the cooperative nature of credit unions benefits the local, state and national economies.

“During a period of economic uncertainty, ‘Invest in America’ is just one more example of the value of credit union membership,” said Eric Jenkins, senior vice president of credit union growth services at Georgia Credit Union Affiliates. “This program allows credit union members to receive a significant discount or cash rebate on a new car purchase. In addition, it supports one of the cornerstones of our manufacturing economy, the American auto industry.”

The “**Invest in America**” programs will run initially through March 31, 2009 and offer GM supplier price discounts or Chrysler rebates of \$500 or \$1,000 on eligible vehicles.

“We’ve had very positive responses from our dealers to the four-state Midwest credit union pilot,” said Mark LaNeve, GM vice president, North America Sales, Service and Marketing. “This national pilot really expands the benefits of a great GM supplier price to credit union members all around the country who also have access to affordable financing through their local credit union.”

“Chrysler joined the ‘Invest in America’ program in December as a pilot initiative, and the result was a significant sales lift in the participating states,” said Steven Landry, Chrysler executive vice president of North American Sales, Marketing and Mopar Parts and Service. “Financing is a critical concern right now, and the program provides considerable value to our customers and the economy. We are glad that we are now able to offer it to consumers across the country.”

Traditionally, credit unions offer lower loan rates. According to Datatrac, a survey company that tracks auto loan rates, the credit union loan average is 5.4 percent compared to 6.9 percent for the average bank rate. The GM and Chrysler programs within “**Invest in America**” are uniquely different. To learn which program works best for you, visit [www.georgiacreditunions.org](http://www.georgiacreditunions.org) and click the “**Invest in America**” icon.

#### **About Georgia Credit Union Affiliates**

Georgia Credit Union Affiliates (GCUA) is comprised of three state support organizations—Cooperative Services, Inc., Georgia Central Credit Union and Georgia Credit Union League. Georgia Credit Union Affiliates is a trade association that provides advocacy, educational, operational and marketing support for Georgia credit unions. There are 179 credit unions in Georgia, with total assets of \$12 billion, serving over 1.8 million members.

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