



Contact: William Wille, (630) 983-3216; [will.wille@ilcusys.org](mailto:will.wille@ilcusys.org)

For Immediate Release

**IL credit unions part of effort to expand “Invest in America”  
exclusive CU GM/Chrysler auto loan partnership to all 50 states**

Naperville, IL., January 8, 2009 -- With credit remaining tight in the auto industry, America’s credit unions, General Motors, and Chrysler LLC have announced a nationwide pilot of the ‘Invest in America’ credit union membership discount partnership program.

The expanded ‘Invest in America’ program follows a four-state Midwest program that began with GM in early December and now encompasses nearly 8,000 credit unions. The program provides 90 million credit union members across the country access to GM’s ‘Credit Union Member Discount Program’ at participating GM dealers, and Chrysler’s ‘Credit Union Member Cash’ rebates, as well as access to affordable financing on new vehicle purchases.

The national GM pilot program, running through March 31, 2009, offers GM supplier price discounts on new Buick, Cadillac, Hummer, Saab, Chevrolet, GMC, Saturn and Pontiac cars and trucks. The Chrysler program, running through June 30, 2009, offers Chrysler rebates of \$500 or \$1,000 on eligible Chrysler, Jeep® and Dodge vehicles. This discount is in addition to most existing cash incentives that Chrysler offers on its vehicles.

“We’ve had very positive responses from our dealers to the four-state Midwest credit union pilot that is currently running,” said Mark LaNeve, GM vice president, North America Sales, Service and Marketing.

“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.

Historically, credit unions offer lower loan rates than other financial institutions. According to a Datatrac survey of more than 17,000 financial institutions, the average credit union loan rate is 5.4 percent compared to 6.9 percent for the average bank rate the past two months. The details about Chrysler’s “Credit Union Member Cash” program and GM’s “Credit Union Member Discount Program” can be found at [www.lovemycrreditunion.org](http://www.lovemycrreditunion.org). A credit union finder is also available via this Web site for consumers interested in joining.

*-more-*

“The ‘Invest in America’ partnership is very timely for domestic automakers,” said Dan Plauda, president and CEO of the Illinois Credit Union League (ICUL), the state’s primary credit union trade association. “The exclusive credit union member discounts, along with credit union financing, creates a compelling opportunity for 90 million credit union members nationwide to purchase a new vehicle. Consumers are looking for new vehicles and we hope with credit available via credit unions, they can now purchase those new cars and trucks.”

The original pilot of the GM Credit Union Member Discount Program with Michigan, Indiana, Illinois and Ohio will run through the end of June.

The Invest in America program was created through an arrangement between GM and CUcorp, a marketing company based in Livonia, Michigan and a wholly-owned subsidiary of the Michigan Credit Union League, ICUL, and credit union leagues in Ohio and Indiana.

###

**Note:** The Illinois Credit Union League (ICUL) is the primary trade association for credit unions in Illinois, which provides members with information, legislation and education. Membership is open to any credit union operating in accordance with the Illinois Credit Union Act or the Federal Credit Union Act. There are 425 credit unions in Illinois with more than 2.7 million members.