Document 0116 Or so the slogan might go c:i-i-i a_thus:e-h q:i-h-h n:x v_modal:e-h v:e-i _ _and_c American Express Co. and General Motors Corp. 's beleaguered named:x-c named begun sending letters explaining the program , which began Oct. 18 and will end Dec. 18 v:e-i-p-h n_of:x-i _ v:e-i-p-h mofy:x-c dofm:x-c _ v:e-i mofy:x-c dofm:x-c Neither company would disclose the program 's cost q:i-h-h n_of:x-i v_modal:e-h v_to:e-i-p-i q:i-h-h n_of:x-i n:x approached American Express about a joint promotion because its card holders generally have a "good credit history" and are "good at making payments, "says a spokeswoman for the division named:x-c named:x-c p:e-u-i q:i-h-h a:e-p n_of:x-i x:e-i-p u n_of:x-i - v_clo:e-i-h-i q:i-h-h n:x p:e-u-i q:i-h-h n.x p:e-u-i q:i-h-h n:x p has been seeking for the past few years to restore its reputation as "the doctor 's car " - a product for upscale professionals . - v:e-i-h p:e-u-i q:i-h-h a:e-p little-few_a:e-p n:x v_to:e-i-p q:i-h-h n:x p:e-u-i q:i-h-h n:x p:e-u-i a:e-p n:x _ since the 1990 model year began Oct. 1 , Buick sales have plunged 33 % x:e-h-h q:i-h-h yofc:x-c n_of:x-i n:x v:e-i-p mofy:x-c dofm:x-c _ named:x-c n_of:x-i _ v_into:e-i card:i-i-c n_of:x For American Express , the promotion is part of an effort to broaden the use of its card for retail sales , where the company expects to get much of the future growth in its card business p:e-u-i named:x-c named:x-c q:i-h-h n_of:x-i v_id:e-p-i part_of:i-i q:i-h-h n:x n:x compound compound compound To that end , American Express has been signing up gasoline companies , car repair shops , tire companies and car dealers to accept the card . x:e-h-h q_dem:i-h-h n_of:x _ named:x-c _ named:x-c _ v_up:e-i-i _ n:x _ n_of:x-i _ n:x _ n_of:x-i _ n:x _ n_of:x-i _ n:x _ n. of:x-i _ n:x _ n. of:x-i _ n:x _ n. of:x-i _ n:x _ v:e-i-p _ q:i-h-h _ n:x _ v:e-i-p _ q:i-h _ q:a-i-p _ q: [20116017]

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