

GM Promotes Engineering Careers at Society of Hispanic Professional Engineers Conference
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Automaker is 'Visionary Sponsor' of 40th anniversary event in Detroit

DETROIT, Nov. 5, 2014 /PRNewswire/ -- General Motors will encourage Hispanic students to pursue engineering careers with the automaker when it welcomes the annual conference of the Society of Hispanic Professional Engineers (SHPE) to Detroit from Nov. 5-9 at Cobo Center.

SHPE is the leading national organization aimed at motivating Hispanics to pursue careers in Science, Technology, Engineering and Math (STEM). GM is the Visionary Sponsor for the conference, the largest annual Hispanic STEM technical and career event in the country.

"We are thrilled to welcome SHPE to Detroit as it celebrates 40 years serving as a vital resource for Latinos in STEM," said GM President Dan Ammann. "GM wants to be the employer of choice for Hispanic engineers and this conference is a great opportunity to strengthen our relationship with this important community."

The four-day conference is expected to attract more than 5,000 engineering professionals, students and corporate representatives for unique program workshops, featured guest speakers, award ceremonies, technical competitions and a Career Fair and Graduate School Expo. The conference is an opportunity for companies to recruit top talent from SHPE membership and provides educational, technical and career opportunities for professional and student engineers.

The conference places Detroit and the automotive industry front and center before the fastest-growing segment of the population, pointing young students to opportunities that can help propel the industry and positively impact Detroit.

Chevrolet donated a 2014 Chevy Spark to be raffled in support of the organization's goal to raise more than \$250,000 for the SHPE Foundation. Ticket sales close Nov. 7. The winner will be announced in Detroit on Nov. 8.

"In GM we have a committed partner that is helping us empower the Hispanic community to realize its fullest potential," said Barry Cordero, SHPE Interim CEO. "GM has embraced the values of our 'SHPE-familia,' joining students, sponsors and supporters of SHPE and all those Hispanics in STEM across the country who share common goals and dreams. Our appreciation goes out to our Visionary Sponsor and to Chevrolet for its tremendous support."

GM was named Company of the Year during last year's SHPE conference for its effort to advance STEM education in the Hispanic community and for enhancing the achievements of its Hispanic employees. In 2013, GM deployed 40 employees to recruit top talent at the SHPE Career Fair, resulting in the hiring of 26 Hispanic engineers. These new employees are now referred to as "SHPE-mates," a term that unites these young people as part of a new generation of talent at the company.

"At GM, our workforce thrives on diversity," said Ken Barrett, GM chief diversity officer. "Our goal is to continue to create opportunities for Hispanics and others to take their performance to the next level with careers that fit their skills and ignite their passion."

Throughout the year, GM leverages its partnerships with key Hispanic organizations to engage with Hispanic talent around the country. One of these is Great Minds in STEM™ (GMiS) which recognized Grace Lieblein, GM vice president, Global Purchasing and Supply Chain, as the 2014 Engineer of the Year during the 26th Annual HENAAC Conference in New Orleans earlier this year.

About General Motors

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

About SHPE

The Society of Hispanic Professional Engineers offers a network of more than 400 chapters nationally. SHPE's mission is to change lives by empowering the Hispanic community to realize its fullest potential and to impact the world through STEM awareness, access, support and development. SHPE provides a variety of programming and resources including hosting the largest annual Hispanic STEM conference in the nation. For more information, visit www.shpe.org.

SOURCE General Motors

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