


## Chevrolet, Buick and GMC Expand Military Discounts

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DETROIT, April 6, 2016 /PRNewswire/ -- Today through May 31, 2016, Chevrolet, Buick and GMC will expand their military discount programs for all 21 million U.S. military veterans and their spouses, in honor of National Military Appreciation Month.

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"These brave men and women have done so much for our country," said Steve Hill, GM vice president of U.S. sales and service. "Making sure all veterans can take advantage of our military discount to celebrate Military Appreciation Month is one small way we can express our gratitude."

GM offers the industry's most comprehensive automotive military discount program. The program is typically available to U.S. military veterans within one year of separation, active-duty personnel, reservists, retirees and their spouses. In honor of May's National Military Appreciation Month, the program expands to include all veterans – regardless of their separation date – and their spouses.

The discount is available for popular models, including the all-new Chevrolet Malibu, GMC Sierra and Buick Encore. Because the discount can be combined with most current incentives, veterans could save thousands of dollars on some vehicles. For details, visit [gmmilitarydiscount.com](http://gmmilitarydiscount.com).

"The Military Discount is one of many GM efforts to say thank you to U.S. military families," said Ken Barrett, GM chief diversity officer and a former U.S. Navy captain. "Through our strong partnerships with [Building for America's Bravest](#), [Hiring Our Heroes](#) and the [Achilles Freedom Team](#), we are committed to hiring and helping veterans."

GM has supported the U.S. military since 1917, when 90 percent of GM's truck production was directed towards WWI manufacturing. During WWII, GM converted all its plant facilities in support of President Franklin D. Roosevelt's call for an "Arsenal of Democracy," and has produced more U.S. military vehicles than any manufacturer in history.

Today, GM is hiring and helping the latest generation of veterans as they return home. As a national partner of Hiring Our Heroes, GM joined other military-friendly employers to help the campaign find jobs for more than 500,000 veterans since 2012.

In 2016, GM was the only automaker named a ["Best for Vets" employer](#) by *Military Times* and a ["Military Spouse Friendly" employer](#) by *Military Spouse* magazine.

**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>.

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