



IDAHO CREDIT UNION LEAGUE
AND AFFILIATES

News Release

For Immediate Release
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Idaho 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

Boise, Idaho, 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.

Idaho's 61 credit unions join the expanded "Invest in America" program, which now encompasses nearly eight thousand credit unions nationwide, and makes available more than \$80 billion in credit union low-cost auto loans for new vehicle purchase. Credit unions have always been embedded in their communities. "Invest in America" is an example of how the cooperative nature of credit unions benefits the local, state, and national economies.

"Being part of the solution is always important to Idaho's credit unions," said Idaho Credit Union League CEO Alan Cameron. "So, too, is being of service to the more than one-half million Idaho credit union member-owners. By participating in the 'Invest in America' program, our credit unions provide added value to their membership, help stimulate the

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economy, and help the survival of the American auto industry.”

The “Invest in America” programs, running from December 2008 through June 30, 2009, offer GM supplier price discounts or Chrysler rebates of \$500 or \$1,000 on eligible vehicles.

“General Motors has been very pleased with the promotional support that the ‘Invest in America’ partnership has brought in the four pilot states,” said Mark LaNeve, GM vice president, North American Sales, Service and Marketing. “We feel the program and the low-cost credit union loans have had a tremendous impact in the first month. This partnership shouldn’t be limited to the four pilot states. GM hopes everyone in America will take advantage of the ‘Credit Union Member Discount Program.’”

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, click on www.lovemycreditunion.org. The website has generated more than a million hits in just one month.

The Idaho Credit Union League is the trade association representing the interests of Idaho credit unions and their more than one-half million members. Credit unions are not-for-profit cooperatives providing affordable financial services to people from all walks of life.

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