



OnStar Insurance to Rebrand as General Motors Insurance

Branding shift will grow customer awareness, align with General Motors' values and strategies.

FORT WORTH, TEXAS, Jan. 17, 2024 – Today, GM Financial announced its OnStar Insurance brand will be renamed General Motors Insurance as it continues its journey to be a leader in the OEM auto insurance space.

“Shifting to the GM Insurance name and branding will drive increased product awareness and understanding among GM customers and allows us to better reach these customers at key milestones in the vehicle ownership life cycle, ultimately providing an auto insurance product that is safer, smarter and more personalized,” said Andrew Rose, President of GM Insurance and Executive Vice President at GM Financial.

“Transitioning to GM Insurance also establishes stronger alignment with General Motors’ core strategies and operations, allowing us to realize further enterprisewide synergies.”

The move comes after a momentous year in 2023, during which the company shifted strategies from an agency model to a full-stack carrier wholly owned by GM Financial. By bringing all aspects of its auto insurance operation in-house, GM Insurance is now even better equipped to make an impact on the insurance industry and drive positive innovations for customers.

GM Insurance is currently available in Arizona, Texas and Illinois, with growth and market expansion expected in 2024 and beyond. For further information, please visit www.gminsurance.com.

General Motors Financial Company, Inc. is the wholly owned captive finance subsidiary of General Motors Company and is headquartered in Fort Worth, Texas. For more information, visit www.gmfinancial.com.

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