



GM FINANCIAL



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## GM Financial Leads in Customer Loyalty Among Captive Lenders for Second Consecutive Year

FORT WORTH, TEXAS July 30, 2018 – GENERAL MOTORS FINANCIAL COMPANY, INC. (“GM Financial” or the “Company”), today announced the company is the leader in overall manufacturer loyalty among captive automotive lenders for the second consecutive year, according to GM Financial analysis of IHS Markit lease and retail return to market manufacturer loyalty data for calendar year 2017.\*

In the 2017 calendar year, GM Financial had the highest manufacturer loyalty rate for returning lessees, where 81 percent of existing lease customers that returned to market repurchased a new GM vehicle. In that same time period, vehicle owners who financed their purchase through GM Financial remained loyal to General Motors at a rate of 68.1 percent, the highest manufacturer loyalty rate among manufacturer-owned lenders.

“We solidified our position this year as the U.S. industry leader in manufacturer loyalty in both lease and loan among captive auto lenders, which is an important step forward,” said Dan Berce, President and CEO of GM Financial. “To sustain our momentum in 2018, we’re committed to serving as a valuable resource to GM dealers, continuously analyzing their needs to help build customer loyalty, increase retention and drive incremental sales. We’re also keenly focused on enhancing the customer experience, including improvement in our mobile and digital capabilities as well as an updated, more personalized end-of-lease experience for customers.”

For the third year in a row, General Motors was honored with an IHS Markit automotive loyalty award for [“Overall Loyalty to Manufacturer”](#) for the 2017 model year.

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\* Manufacturer loyalty in this case is defined as households who return to market from a captive OEM-leased or purchased vehicle and remain loyal to the same manufacturer. This data is based on disposal methodology and IHS Markit segmentation in the U.S.

### **About GM Financial**

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](http://www.gmfinancial.com).

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