



## GM Financial Honored with 2025 Secretary of Defense Employer Support Freedom Award

FORT WORTH, TEXAS, September 17, 2025 – GM Financial recently won the 2025 Secretary of Defense Employer Support Freedom Award, the highest recognition given by the U.S. government to employers who demonstrate exceptional support for their National Guard and Reserve employees. GM Financial is one of 15 recipients, out of over 1700 nominations nationwide, to receive the award.

As a recipient of the Employer Support Freedom Award, GM Financial was recognized for going beyond workplace requirements to foster a culture of support through company policies and programs, support networks, family outreach, and other noteworthy investments in the well-being of National Guardsmen, Reservists and their families.

This year marks the 30th anniversary of the Employer Awards, administered by the Employer Support of the Guard and Reserve (ESGR), a Department of Defense office. Since its inception in 1996, only 370 employers have received this honor.

“Employer support is just as important today as it was over 50 years ago when our nation transitioned to an all-volunteer force,” said Secretary of Defense Pete Hegseth. “Without the unfaltering support of employers like this year’s recipients, the men and women of the National Guard and Reserve would not be able to fulfill their vital missions in support of our nation’s defense and security. It is a great honor for me to recognize these employers.”

Susan Sheffield, GM Financial’s President and CEO, attended the event formally recognizing this year’s award recipients.

“We are deeply honored to receive the Freedom Award,” said Susan Sheffield. “Supporting our team members serving in the National Guard and Reserve is a privilege and responsibility we take seriously. Their dedication inspires us every day.”

In addition to the Freedom Award, GM Financial recently received the Pro Patria and [Above and Beyond Award](#) from the Defense Department’s ESGR organization. Both recognitions, as well as [enhancements](#) to the company’s employee benefits program, demonstrate GM Financial’s unwavering commitment to supporting employees who are military veterans, active-duty service members and their allies.

### **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).

## **About ESGR**

ESGR is a Department of Defense office that develops and promotes supportive work environments for service members in the Reserve Components through outreach, recognition and educational opportunities that increase awareness of applicable laws. It also provides assistance in resolving conflicts between service members and their employers.

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