



GM FINANCIAL'S TOP EXECUTIVES HONORED WITH LEADING INDUSTRY AWARDS

Dan Berce and Kyle Birch receive accolades for their leadership in auto finance

FORT WORTH, Nov. 22, 2021 –GM Financial President and CEO Dan Berce and President of North America Operations Kyle Birch were recently recognized for their leadership in automotive finance, receiving top awards from leading industry organizations.

Berce was given the Auto Finance Excellence Award in Leadership by *Auto News Finance* during October's 2021 Auto Finance Summit, while Birch was named the Auto Finance Executive of the Year at the recent Used Car Week conference in Las Vegas.

In recognizing Berce, *Auto Finance News* cited his experience, leadership abilities, attention to employee success, commitment to financial education and philanthropic heart as reasons for honoring him.

“This award reflects the hard work, dedication and passion of GM Financial’s people, who are our greatest assets. Everything we accomplish, we accomplish together, and the contributions of our entire team are to thank for our success,” Berce said.

The prestigious Auto Finance Executive of the Year award, presented to Kyle Birch, is sponsored and presented by Black Book, an auto remarketing appraisal and data company owned by Hearst Communications, while the conference is put on by Cherokee Media, a publisher of industry trade news outlets.

Among the components that form the criteria for selection are leadership, innovation, proven success, an entrepreneurial mindset and a passion and commitment to the auto finance industry.

After being recognized, Birch participated in a Used Car Week conference panel discussion with other leading auto finance executives to address how the industry has changed during the past two years.

“GM Financial’s maturation and evolution over the past decade has paralleled that of the broader auto finance industry. I’m proud of the many ways in which our innovative workforce has helped make the financing process more personal, more efficient and more successful for our customers and dealers, opening the door to digitized products and services that improve both customer and dealer experience,” Birch said. “It’s an example of how we and the industry as a whole have navigated tremendous change and growth.”

Since becoming part of the GM enterprise more than 10 years ago, GM Financial has grown from \$10 billion to \$100 billion in assets and expanded its global reach to cover approximately 90% of GM’s worldwide sales.

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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