



The Financial Services People of 

**For Immediate Release**  
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## **GMAC LAUNCHES *SmartEdge*™ IN MEMPHIS The Financial Services People of General Motors Unveil Financial Education Campaign**

DETROIT, MI - Today, GMAC launched *SmartEdge*, a financial educational campaign, in Memphis, Tennessee, aimed at increasing awareness about automotive financing. The outreach program focuses on establishing good credit, managing a budget and vehicle financing options.

“Buying or leasing a vehicle is one of the biggest financial decisions we all make in our lives. There are many factors that an individual should take into consideration before signing the bottom line,” said John Gibson, GMAC President, North American Operations. “With help from local organizations such as Memphis Urban League and 100 Black Men of Memphis, *SmartEdge by GMAC* aims to bring vehicle financing information to people in a fresher, more engaging way.”

Using *SmartEdge by GMAC*, which is also available in Spanish, consumers can obtain vehicle financing information through a variety of channels, including going online, participating in seminars or attending events such as the **Beale St. Festival (Tom Lee Park) on April 29<sup>th</sup>, through May 1<sup>st</sup>**, followed by other events throughout 2005 including:

- **University of Memphis “Welcome Back Event” (August)**
- **Southwest Community College events (throughout the year)**
- **Memphis Urban League Youth Empowerment Workshop (September)**
- **Lemoyne-Owens University Graduate School Career Expo, (Late September/October)**

And in conjunction with learning more about vehicle financing through [www.SmartEdgebyGmac.com](http://www.SmartEdgebyGmac.com), anyone can have a chance to win a new 2006 Chevrolet Cobalt or Pontiac Vibe.\*

“We have learned that people seek information about financial education, but it has not been packaged in a way that is relevant to their lives. *SmartEdge by GMAC* is a unique program, which has been created with their expectations in mind,” said Dr. Darryl S. Tukufu, President of the Memphis Urban League. Bernal Smith, President of 100 Black Men of Memphis concurred, “We are pleased to collaborate with GMAC on this important initiative that will contribute to the financial empowerment of our fellow community members.”

For nearly 90 years now, GMAC and GM dealers have helped millions of Americans buy the vehicles they want to drive. The *SmartEdge by GMAC* campaign builds on a strong record of leadership and a desire to provide potential car and truck buyers with the information they seek on vehicle financing.

\*No purchase necessary. Void where prohibited. Legal U. S. residents of CA, NC, TN, and TX are eligible, 18 years of age or older. Sweepstakes ends December 31, 2005. Subject to complete official rules at [www.SmartEdgebyGmac.com](http://www.SmartEdgebyGmac.com).