



The Financial Services People of 

For Immediate Release  
May 2, 2005

Contact: Roderic Olvera Young, The McGinn Group  
(703) 312-5982

Melisa Diaz, The McGinn Group  
(703) 312-5991

## **GMAC LAUNCHES *SmartEdge*™ IN SAN DIEGO** **The Financial Services People of General Motors** **Unveil Financial Education Campaign**

DETROIT, MI - Today, GMAC launched *SmartEdge*, a financial educational campaign, in San Diego, 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. “We are reaching out to people in San Diego because it has a vibrant and growing population to begin our educational outreach campaign. And with help from groups like the MAAC Project, *SmartEdge by GMAC* aims to bring vehicle financing information to people in a fresher, more engaging way.”

Using *SmartEdge by GMAC*, consumers can obtain vehicle financing information through a variety of channels, including going online, participating in seminars or attending events such as:

- **College Tour, May 2-6, 2005**
- **Concert with Julieta Venegas and Kinky, May 6, 2005**
- **Dias de la Familia, June 26, 2005**
- **“Viva el Mariachi” Festival, August 7, 2005**

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 are excited about working with GMAC on their education outreach. Everyone can afford to learn more about personal financing, but it can be confusing at times. GMAC created a way to share this information with a younger audience in a way that fits their lifestyle, in a way they’ll understand. That’s great news,” said Carlos Aguirre, Financial Literacy and Education Programs Manager for the MAAC Project (Metropolitan Area Advisory Committee).

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 people 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).

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