



The Financial Services People of 

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GMAC LAUNCHES *SmartEdge*TM The Financial Services People of General Motors Unveil Financial Education Campaign

DETROIT, MI - Today, GMAC launched *SmartEdge*, a financial educational campaign 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. "To launch our educational outreach campaign, we are reaching out to people in four cities with growing and vibrant communities. And with help from local community groups *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:

- **Beale Street Festival, Memphis, April 29 - May 1, 2005**
- **College Tour with Julieta Venegas and Kinky, San Diego, May 2 - 6, 2005**
- **The University Park Neighborhood Farmers' Market, Charlotte, May 7, 2005**
- **LULAC State Convention, San Antonio, June 2 - 6, 2005**

And in conjunction with learning more about vehicle financing through 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 Mexican American Advisory Committee (MAAC) Project in San Diego. Kraig Holt, president of the 100 Black Men of Charlotte, concurred, "We are pleased to collaborate with GMAC on this important initiative that will contribute to the financial empowerment of our fellow Charlotte 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.

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