



GM FINANCIAL NAMES ADESA SAN DIEGO 2011 AUCTION OF THE YEAR

FORT WORTH, TEXAS Feb. 22, 2012 – GENERAL MOTORS FINANCIAL COMPANY, INC., (“GM Financial” or the “Company”), has named ADESA San Diego in San Diego, Calif., as its 2011 Auction of the Year as part of the Company’s nationwide Auction of Excellence program.

Every year, GM Financial representatives review the performance of participating auctions in a variety of categories, including customer service, marketing promotions, pre-sale activities and overall auction success to select an Auction of the Year.

“The level of customer service at ADESA San Diego is unparalleled, and they consistently look for ways to make improvements to an already great operation,” said Dan Heinrich, GM Financial’s vice president of Asset Remarketing. “Their effectiveness in communicating with our auction representatives has been the key to their success. ADESA San Diego goes beyond our expectations with their marketing and promotion efforts. Overall, this auction has maintained the highest standards in all areas of operation through the entire year.”

Joe Samuel, general manager of ADESA San Diego, who was in attendance at the auction summit to receive the award, noted, “It’s an honor to win this award. We are absolutely thrilled to win it this year!”

ADESA San Diego received two quarterly Auction of Excellence awards for the West Coast region from GM Financial in 2011; however, this is their first Auction of the Year award. As the top auction of the West Coast region, ADESA San Diego competed with other regional award recipients for this year’s national honor. The other 2011 regional winners are:

- Midwest – ADESA Des Moines, Grimes, Iowa
- Northeast – Manheim Harrisonburg, Harrisonburg, Va.
- Southeast – Rawls Auto Auction, Leesville, S.C.
- Southwest – ADESA Austin, Austin, Texas

About GM Financial

General Motors Financial Company, Inc. provides auto finance solutions through auto dealers across the United States and Canada. GM Financial has approximately 3,500 employees, 700,000 customers, and \$11 billion in auto receivables and leased vehicles. The Company is a wholly-owned subsidiary of General Motors Company and is headquartered in Fort Worth, Texas. For more information, visit www.gmfinancial.com.

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