



GM FINANCIAL NAMES RAWLS AUTO AUCTION 2013 AUCTION OF THE YEAR

FORT WORTH, TEXAS February 25, 2014 – GENERAL MOTORS FINANCIAL COMPANY, INC. (“GM Financial” or the “Company”), named Rawls Auto Auction, Leesville, S.C., 2013 Auction of the Year as part of the Company’s annual nationwide Auction of Excellence program.

GM Financial announced the Auction of Excellence winners at its annual Auction Summit in Dallas, Texas. After reviewing all 44 participating auctions’ performance in a variety of categories, including customer service, marketing promotions, pre-sale activities and overall auction success, GM Financial representatives selected Rawls Auto Auction.

“The road to Auction of the Year is a difficult one. Rawls makes it seem relatively simple,” said Brad Bollman, vice president, Remarketing Solutions. “Throughout our relationship with Rawls, they are a consistent force in the rankings. They have shown excellence in marketing and brand awareness throughout the years. From the moment a unit is consigned, you can see the care Rawls takes with getting our vehicles through the auction process.”

This is Rawls’ fifth Auction of the Year award, receiving the recognition in 2006, 2009, 2010 and 2012.

Angela Williams, business development and marketing manager of Rawls Auto Auction, accepted the award. “We’ve won several times now, and we continue to strive to be the best. We’re the first established auction in the U.S., and we’re still independent. For us to be a small auction and win a major award means so much to us. This is a win for independent auctions. We have a great team, everyone works well together, and this is what we strive for.”

Rawls received Auction of Excellence awards for the Southeast region in each quarter for 2013. As the Southeast regional winner, Rawls Auto Auction competed with the four other regional award recipients for the Auction of the Year honor.

The 2013 regional winners were:

- Northwest: Grand Rapids Auto Auction
- Northeast: Manheim Harrisonburg
- Southwest: ADESA Austin
- West: Brasher’s Sacramento Auto Auction

In addition, Tracy Ross of ADESA Syracuse received the Inside Coordinator of the Year award, and Jason Alldrid of Manheim Georgia was named Outside Coordinator of the Year.

About GM Financial

General Motors Financial Company, Inc. is the captive finance company and a wholly-owned subsidiary of General Motors Company and is headquartered in Fort Worth, Texas. For more information please visit www.gmfinancial.com.

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