

Fleet & Government: GM Chooses IFS To Launch Aid & Development Program

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GM Launches Aid & Development Program

Will offer customized vehicles for NGOs in emerging markets

2012-10-25

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BRUSSELS – General Motors today announced its International Operations' Aid & Development Program during the opening of *Aidex*, the 2012 Global Humanitarian & Development Aid Event.

The A&D Program will offer customized GM vehicles for non-governmental organizations operating in emerging markets to help them to carry out humanitarian projects. International Fleet Sales, GM's dealer for the export of specialized products since 1999, signed a five-year agreement to distribute the vehicles and provide aftersales support.

"General Motors has a growing lineup of vehicles engineered to meet the unique needs of the world's emerging markets," said Mark Barnes, GM International Operations vice president, Sales, Marketing and Aftersales. "By working with IFS, we look forward to helping NGOs fulfill their important mission with reliable, high-quality transportation."

The first customized products offered through the A&D Program will be the Chevrolet Trailblazer SUV and Chevrolet Colorado midsize pickup, which are being showcased at *Aidex*. Based on GM's new global body-on-frame midsize truck architecture, both models are suited for off-road driving and offer excellent towing performance.

The Trailblazer, Colorado and future models that are part of the A&D Program will include upgraded suspensions and added features to endure challenging driving and weather conditions while fully meeting the needs of users in emerging markets.

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM's brands include Chevrolet and Cadillac, as well as Baojun, Buick, GMC, Holden, Isuzu, Jiefang, Opel, Vauxhall and Wuling. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

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PHOTOS

