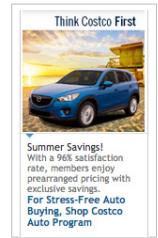


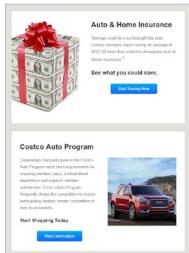
# Driving Member Awareness

## Did you know?

The Costco Auto Program consistently receives a 96% satisfaction rating from Costco members. And we certainly could not achieve such success without you!



July 15



July 21.

Costco  
Services  
email blast

## A Costco Auto Program marketing review July 2015

## COSTCO EMAIL BLASTS

- Banner placement on Costco.com email blasts sent to **12 million** Costco members



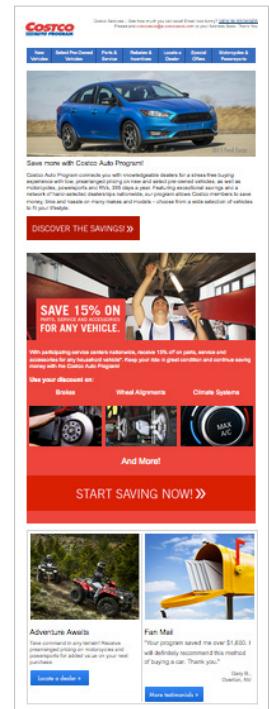
July 22



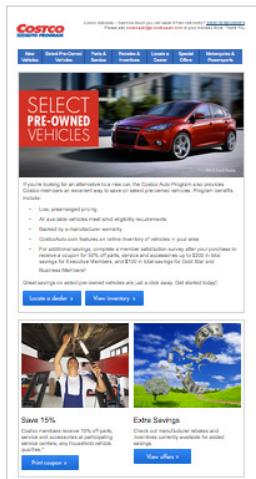
July 27

## COSTCO AUTO PROGRAM EMAIL NEWSLETTERS

- Reaches **2.3 million** members
- Newsletter format highlights program, features, articles and benefits



July 28



July 28

July 14

**COSTCO**  
AUTO PROGRAM



# A Costco Auto Program marketing review

The screenshot shows a news article from Auto Remarketing titled "Demand doubles for Costco auto parts & service". The article features a large graphic with the word "DEMAND" in a 3D font, with "EXTREME HIGH" written below it. The text discusses how Costco's Auto Program members saw nearly double the demand for parts, service, and accessories in June compared to the same period in 2011. It quotes John Correa, manager of Costco's Auto Program, and provides details about the program's benefits and how it compares to previous years.

July 8

The screenshot shows a news article from the Atlanta Journal-Constitution titled "Costco Auto, Intimacy sale, golf deal". The article discusses the Costco Auto Program and its various offerings, including parts, service, and accessories. It also mentions a golf deal and an intimacy sale. The text includes a quote from John Correa and provides details about the program's benefits.

July 28

## COSTCO AUTO PROGRAM IN THE NEWS

### "Costco Auto Program Parts and Service demand doubles." Press Release Distribution.

[July 8, 2015] – Costco Auto Program today announced interest in its parts, service and accessories benefit in June is nearly double the daily average recorded from January through May 2015.

Recognizing the need to provide a solution for Costco members who want to maintain and accessorize their current vehicles, the Costco Auto Program launched its parts, service and accessories benefit in spring 2011. The number of dealerships offering the discount has since doubled and average daily usage in the first half of 2015 is more than four times higher than in 2011.

**Note:** Distributed on **PRWeb.com**, the release was picked up by more than **270 online outlets**, resulting in approximately **277,514,944** potential impressions.

### "Demand doubles for Costco Auto parts & service," Auto Remarketing.

[July 8, 2015] SAN DIEGO - The Costco Auto Program announced Wednesday that it saw nearly double the demand for its parts, service and accessories benefit during the month of June. That's compared to the daily average recorded by the company from January through May of this year, a benefit Costco launched for its auto program members in the spring of 2011 to provide a solution for its members who want to maintain and accessorize their vehicles.

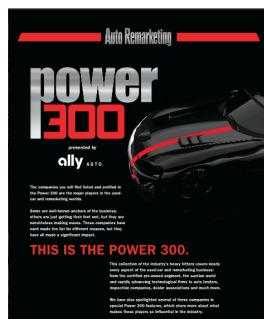
### "Costco Auto, Intimacy sale, golf deal," Atlanta Journal Constitution: JessicaShops.

[July 28, 2015] Costco: The Costco Auto Program can save you up to \$500 on parts, service and accessories on your vehicle. You can also get low prices on car batteries and tires, as well as free tire installation and maintenance on tires purchased at Costco, including rotation, balancing, flat repairs, etc., for the life of the tires. If you are already a Costco member, there is no additional cost for the Auto Program and the discount can be used multiple times throughout the year on any vehicle in the member's household. Memberships start at \$55. Visit [CostcoAuto.com](http://CostcoAuto.com) and follow the steps to print coupons, or call 1-877-746-7422 to learn more about the Auto Program. Discount is ongoing with valid membership.





# A Costco Auto Program marketing review



July 30



THIS IS THE POWER 300.



July 30

## "Power 300," Auto Remarketing.

[July 30, 2015] Auto Remarketing recognized Costco Auto Program as a Power 300 company – a “collection of the industry’s heavy hitters” in the used-car and remarketing business. The newsletter is mailed to 33,106 subscribers and emailed to 23,000; the website receives 72,181 unique visitors per month.

## "Costco: Soon the Country's Largest Auto Seller?"

Investopedia.com.

[July 30, 2015] Why does Costco sell cars? It's a trick question. While it appears as though Costco Wholesale Corp. (COST) sells cars via its Costco Auto Program, in reality, it's not really doing so, at least not in the physical sense. Costco partners with auto buying service Affinity Auto Group to negotiate better prices for its members. Costco does not profit from its car sales. The game plan for Costco when it comes to autos is exactly the same as it is for cereal: The objective is to drive membership sales (currently \$55 per year). By offering an average discount of \$1,000 per vehicle, Costco is aiming to increase new member count and help its member retention rate. It's simple: Who wouldn't want to save an average of \$1,000 on their next automobile? And the savings isn't the only benefit.

**Note:** Investopedia.com receives approximately 10,973,409 unique visitors per month. This placement was a repurposed feature from the June Bloomberg article, "Costco moves the metal."

## MEMBER ENGAGEMENT: SOCIAL MEDIA OVERVIEW

### Top six Facebook posts in July

**July 8** – Shop with Costco Auto Program for exceptional savings on new and pre-owned vehicles with prearranged pricing available through our nationwide network of participating dealers. <http://bit.ly/fbnewcars15>

**July 14** – Costco Auto Program provides a smooth and easy process. #TuesdayTestimonials.

**July 15** – Looking for a new ride this summer? With exceptional savings and a network of hand-selected dealerships nationwide, Costco members save money, time and hassle on many makes and models – Choose from a wide selection of vehicles to fit your lifestyle.

**July 16** – Costco members, let your membership work for you. Get your parts and service coupon here. #service#Costco

**July 20** – Monday Gas Report: Prices expected to rise and fall depending on region. What is expected in your state?

**July 26** – Sunday service tip: Keep your vehicle on the road longer. Follow the manufacturer's recommended service schedule as outlined in your owner's manual.

