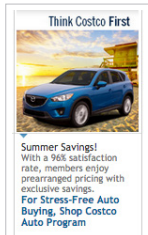


# Driving Member Awareness

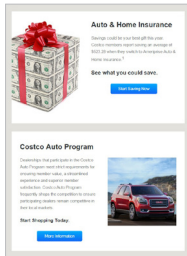
## Did you know?

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

## A Costco Auto Program marketing review July 2015



July 15

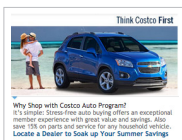


July 21

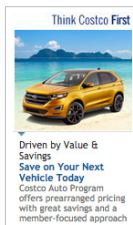
Costco  
Services  
email blast

## COSTCO EMAIL BLASTS

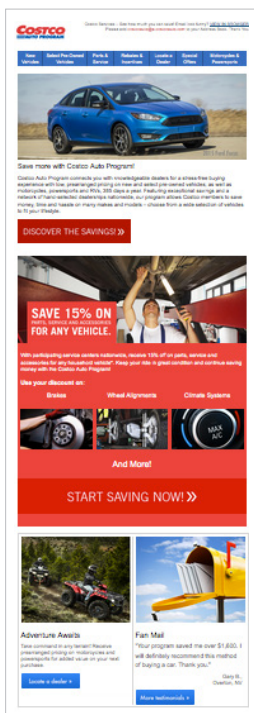
- Banner placement on Costco.com email blasts sent to **12 million** Costco members



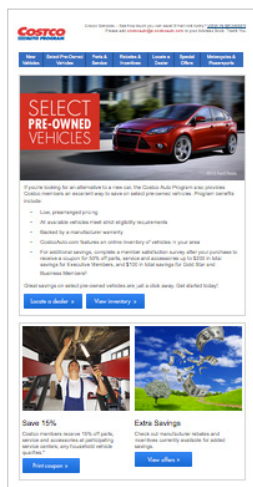
July 22



July 27



July 14



July 28

## COSTCO AUTO PROGRAM EMAIL NEWSLETTERS

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





# A Costco Auto Program marketing review

## 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.

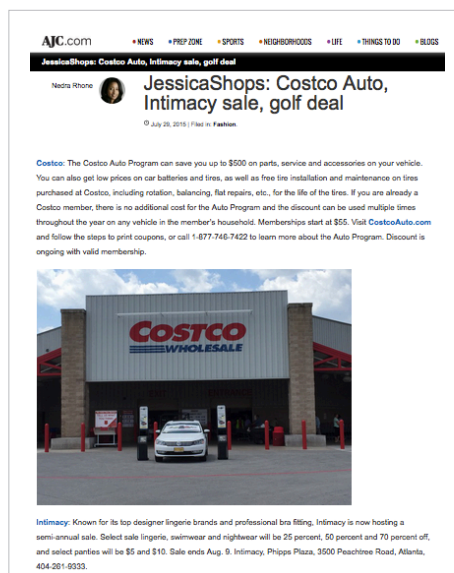
[July 8, 2015] SAN DIEGO - The Costco Auto Program announced Wednesday that it saw nearly double the demand for its parts, service and accessories benefit during the month of June. That's compared to the daily average recorded by the company from January through May of this year, a benefit Costco launched 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.



July 8

### “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 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.



July 28





# A Costco Auto Program marketing review



July 30



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 select pre-owned vehicles with prearranged pricing available through our nationwide network of participating dealers.

**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.

