



*Louisiana*  
**Credit Union League**

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**FOR IMMEDIATE RELEASE**

Contact: Lacey Hyer, Public Relations Specialist  
Louisiana Credit Union League • [lhier@lcul.com](mailto:lhier@lcul.com) • 1.800.452.7221, ext. 3100

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**Louisiana Credit Unions join Expanded  
“Invest in America” Partnership with GM and Chrysler LLC**

(Harahan, LA) – In response to the severe economic impact on the U.S. auto industry, America’s Credit Unions, along with General Motors and Chrysler Corporation LLC, announced that the “Invest in America” credit union loan partnership has been expanded from the pilot states to all 50. This gives 90 million credit union members across the country access to GM’s “Credit Union Member Discount Program” and Chrysler’s “Credit Union Member Cash” discounts as well as access to affordable financing on new vehicle purchases.

Louisiana credit unions join the expanded “Invest in America” program which now encompasses nearly 8,000 credit unions nationwide and makes available more than \$80 billion in credit union low-cost auto loans for new vehicle purchases.

“Credit unions have taken great pride in being deeply rooted in their communities,” said Anne Cochran, president and CEO of the Louisiana Credit Union League. “Invest in America” is an example of how the cooperative nature of credit unions benefits the local, state and national economies.”

The “Invest in America” programs, running from Dec. 2008 through June 30, 2009, offer GM supplier price discounts or Chrysler rebates of \$500 or \$1,000 on eligible vehicles.

“General Motors has been very pleased with the promotional support that the ‘Invest in America’ partnership has brought in the four pilot states,” said Mark LaNeve, GM vice president, North America Sales, Service and Marketing. “We feel the program and the low-cost credit union loans have had a tremendous impact in the first month. This partnership shouldn’t be limited to the four pilot states. GM hopes everyone in America will take advantage of the ‘Credit Union Member Discount Program.’”

Traditionally, credit unions offer lower loan rates. According to Datatrac, a survey company that tracks auto loan rates, the credit union loan average is 5.4 percent compared to

6.9 percent for the average bank rate. The GM and Chrysler programs within “Invest in America” are uniquely different. To learn which program works best for you, click on [www.lovemycrreditunion.org](http://www.lovemycrreditunion.org). The Web site has generated more than a million hits in just one month.

The “Invest in America” program was created by CUcorp, a marketing company based in Livonia, Michigan and a wholly-owned subsidiary of the Michigan Credit Union League.

For more than 70 years, the Louisiana Credit Union League has represented the unique interests of more than 200 not-for-profit credit unions and the more than one million credit union members that they serve in the state of Louisiana.

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