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## **Buick Achievers Scholarship Program Dedicates \$4.5 Million Annually to 1,100 Motivated Students**

- **General Motors Foundation provides up to \$25,000 a year to 100 students**
- **1,000 additional students eligible for \$2,000 scholarships renewable annually**
- **Scholarships total value among largest awarded over multiple years**
- **GM Foundation funding could reach \$18 million annually**

DETROIT – Buick and the General Motors Foundation today announced the \$4.5 million-a-year Buick Achievers Scholarship Program to recognize and reward 1,100 college-bound students nationwide who excel both in the classroom and in the community.

What distinguishes the Buick Achievers scholarships is that they are renewable for four years, which could bring the total individual scholarship to as much as \$100,000. The GM Foundation plans to start a new group of 100 students on renewable scholarships of up to \$25,000 each year.

Buick Achievers, designed to inspire, celebrate, and enable human achievement, also will provide 1,000 students with \$2,000 scholarships renewable for up to four years. Majors covered include science, technology, engineering, mathematics, design, marketing and business administration.

All told, the foundation's annual funding could reach \$18 million annually after four years.

"As a company, and as a nation, we have a responsibility to support opportunities for higher education," said Dan Akerson, GM Chairman and Chief Executive Officer. "The Buick Achievers scholarship will help foster the next generation of leaders destined to develop future innovative solutions to global issues."

According to the College Board, college tuitions rose at least 6 percent last year, making it increasingly difficult for students to pay for their education. The Buick Achievers Scholarship Program was developed to help address this need.

"The Buick Achievers Scholarship Program is one of the premiere scholarship programs in the country," said Donald E. Lassere, senior vice president, Scholarship America, the nation's largest nonprofit, private sector scholarship and educational support organization. "The high-dollar value and renewability of the awards will provide recipients with a tremendous benefit throughout their college careers."

To be eligible for the Buick Achievers scholarship, applicants must be high school seniors or high school graduates entering college for the first time in the fall of 2011; plan to enroll in full-time undergraduate study at an accredited four-year college or university for the entire 2011-12 academic year; and demonstrate an interest in the automotive industry. Applicants must be U.S. citizens and have permanent residence in the United States. Other criteria include being a first-generation college student, female, minority, military veteran or a dependent of military personnel.

Information and applications are available at [www.buickachievers.com](http://www.buickachievers.com). Applications will be accepted through March 31, 2011, and scholarships will be awarded for the 2011-2012 academic year.

The Buick Achievers Scholarship Program is the latest example of GM Foundation education initiatives to invest in the youth of America. The GM Foundation has provided more than \$26 million in education-related initiatives since 2005.

**About the GM Foundation:**

Since its inception in 1976, the GM Foundation has donated hundreds of millions of dollars to deserving American charities, educational organizations and to disaster relief efforts worldwide. The GM Foundation focuses on supporting Education, Health and Human Services, Environment and Energy and Community Development initiatives, mainly in the communities where GM operates. Funding of the GM Foundation comes solely from GM. The last contribution to the GM Foundation was made in 2001.

**About Buick:**

Buick is a modern luxury brand offering vehicles with sculpted designs, luxurious interiors with thoughtful personal technologies, along with responsive-yet-efficient performance. Buick is attracting new customers with its portfolio of award-winning models, including the Enclave crossover, LaCrosse sedan, Regal sport sedan and forthcoming all-new 2012 Buick Verano compact luxury sedan. Buick is the fastest growing automotive brand in the U.S. and it remains a best-selling brand in China, with continuing record growth. Learn more about Buick cars and crossovers at [www.buick.com](http://www.buick.com), on Twitter [@buick](https://twitter.com/buick) or at [www.facebook.com/buick](http://www.facebook.com/buick).

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**CONTACTS:**

Carolyn Markey  
GM Communications  
202-997-3537  
[Carolyn.markey@gm.com](mailto:Carolyn.markey@gm.com)

Nick Richards  
Buick Communications  
313-720-9541  
[Nick.Richards@gm.com](mailto:Nick.Richards@gm.com)