



For Release: Tuesday, Jan. 10, 2012, 9:30 a.m. EST

## **Buick Achievers Scholarship Program Expands Eligibility** *Tuition funding now open to current undergraduate students*

**DETROIT** – Buick and the General Motors Foundation today announced an expansion of the 2012 Buick Achievers Scholarship Program to include current undergraduate students, as well as high school seniors and graduates, for the 2012-13 school year.

“In its second year, lessons learned were incorporated to further the Buick Achievers’ mission to inspire, celebrate and enable human achievement,” said Mary Barra, senior vice president of Global Product Development. “These new steps demonstrate the commitment to a future generation inspired by the college experience and motivated to make a difference in their world.”

The announcement of changes to the \$4.5 million-a-year program was made at the North American International Auto Show where Buick revealed the all-new Encore luxury small crossover.

“Almost one half of college students drop out before completing their education,” said Scholarship America Senior Vice President Donald Lassere. “Many cite the lack of financial resources as the principle reason for dropping out. By including current undergraduate students, the Buick Achievers program will enable many deserving students to complete their education.”

The move also helps identify current undergraduates who have had more time to develop interests in majors covered by the program including science, technology, engineering, mathematics, design, marketing and business administration.

Community service is a consideration in each student’s application, and another change for 2012 increases the weight of those activities.

The program, which [Buick](#) and the [General Motors Foundation](#) launched in 2011, rewards 1,100 students from across the country who demonstrate excellence in the classroom and in the community, and lack the financial resources to attend college.

The scholarship program provides up to \$25,000 a year to 100 students, renewable for up to four years and one additional year for five-year engineering programs. An additional 1,000 students receive a one-time \$2,000 award. The program is funded by the GM Foundation and is among the largest awarded over multiple years.

“Special consideration is given to students who are military personnel, veterans or their dependents, as well as women and other minority groups,” said GM Foundation Chairman Bob Ferguson. “This ensures that we help build a strong and diverse manufacturing work force that will ultimately strengthen our nation’s global competitiveness.”

In 2011, scholarships were awarded in all 50 states and nearly half were given to students who were the first in their families to attend college.

“My parents and brother never had the chance to attend college, so you can imagine how important it is that I’ll be the first one in my family to do so,” said Yanqui Lin, a business administration student at Ohio State University. “I’m not only realizing my dream, but also theirs.”

Information and applications are available at [www.buickachievers.com](http://www.buickachievers.com). Applications will be accepted through Feb. 29, 2012, and scholarships will be awarded in Spring 2012 for the 2012-2013 academic year.

#### **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. For more information, visit [www.gm.com/gmfoundation](http://www.gm.com/gmfoundation).

#### **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 luxury models, including the [Enclave crossover](#), [LaCrosse sedan](#), [Regal sport sedan](#), [Buick Verano sedan](#) and the all-new 2013 Encore crossover. Learn more about Buick cars and crossovers at [www.buick.com](http://www.buick.com), on Twitter [@buick](#) or at [www.facebook.com/buick](http://www.facebook.com/buick).

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