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## GENERAL MOTOR TO BE EXCLUSIVE DOMESTIC AUTOMAKER AT 2012 OLYMPIC GAMES



General Motors has announced that it will serve as a major sponsorship for the 2012 Summer Olympic Games in London. The deal grants GM exclusivity over domestic automotive advertising during the 2012 Olympic Games. According to the automaker, they will focus their advertising their two highly successful Chevrolet and Cadillac brands. "Media partnerships like this provide great opportunities for us to spread the word about our newest cars, trucks and crossovers," said GM's global chief marketing officer, Joel Ewanick. "GM has been a huge fan of the Olympic Games for decades and we look forward to being a partner in a big way with NBC Universal as it again covers one of the world's most significant sporting events."

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