

Synchrony Financial Announces Winners of Engage with Car Pros Contest

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Recognizing Outstanding Customer Service in Automotive Service and Repair

STAMFORD, Conn. & ADRIAN, Mich.--(BUSINESS WIRE (2))--Synchrony Financial, a premier consumer financial services company with 80 years of retail heritage, today announced the winners of its *Engage with Car Pros Contest*, conducted by its CarCareONESM credit card program, to recognize automotive repair shop owners who have gone above and beyond to deliver exceptional service.

The contest, announced in December, asked customers to submit their best car care story online at [EngageWithCarPros.com](#) (3) to show their appreciation for the outstanding service automotive professionals provide. Nearly 1,000 stories were submitted during the nearly eight-week contest, and dealers and consumers were invited to vote among four finalists for their favorite story through March 30. Eligible consumers could submit a story to recognize auto service professionals across the country, regardless of whether they had a relationship with Synchrony Financial.

The winning entry was submitted by Larry Oechsle of Onsted, Michigan, who told the story of exceptional service he received from the Midas auto service center in Adrian, Michigan. The center was presented with an award check of \$100,000 in a ceremony today at its 639 South Main Street location. Mr. Oechsle also received \$2,500 for submitting the winning story. The complete list of finalists and their stories are available at [EngageWithCarPros.com](#) (4).

"My customers are important and the reason I am here today," said Todd McIntyre, owner of the Midas shop. "In a small community, delivering outstanding service is particularly important. The relationships we've developed keep customers coming back."

Mr. Oechsle told the story of traveling from his home in Michigan last November to enjoy the holidays on the Gulf of Mexico, and later with his son's family in Tennessee. The Oechsle's truck began to have problems, so Mr. Oechsle called his trusted mechanic at the Midas shop in Michigan. The Midas mechanic connected with a local mechanic in Tennessee, sharing notes on the truck's history and giving the Oechsle family peace of mind that his car was in good hands.

In his winning entry, Mr. Oechsle summarized his relationship with the employee at the Midas shop, who told him "Larry, you're not just my customer, you're my friend."

"It's evident based on the number of entries we received that customers are passionate about their automotive care shops, and often have a special relationship with the professionals working in them," said Stephen Roe, senior vice president and general manager of Emerging Markets for Synchrony Financial. "Congratulations to Midas and Mr. Oechsle for their winning entry."

Several key "exceptional service" themes emerged from the contest entries including:

- Quality of work, reliability and integrity.
- Offering financing options to fit needed car repairs and services into a customer's budget.
- Thoroughness - explaining in detail repairs that are needed versus those that can wait.

"As a result of the CarCareONE *Engage with Car Pros Contest*, it was clear to see what attributes consumers valued in a car care pro, rising them to the top," Roe continued. "We were pleased to see that offering convenient financing to make major repairs is important to consumers and we're pleased to provide that value to our merchants and their customers."

Synchrony Financial has been helping motorists get back on the road for almost 20 years through the CarCareONESM card by making sure they have options to pay for needed repairs and services. High insurance deductibles can mean consumers pay for costly repairs on their own. Consumers are researching their purchases and looking for financing options for both their immediate automotive needs as well as ongoing car care.

About Synchrony Financial

Synchrony Financial (NYSE:[SYF](#) (5)), formerly GE Capital Retail Finance, is one of the premier consumer financial services companies in the United States. Our roots in consumer finance trace back to 1932, and today we are the largest provider of private label credit cards in the United States based on purchase volume and receivables. We provide a range of credit products through programs we have established with a diverse group of national and regional retailers, local merchants, manufacturers, buying groups, industry associations and healthcare service providers to help generate growth for our partners and offer financial flexibility to our customers. Through our partners' approximately 300,000 locations across the United States and Canada, and their websites and mobile applications, we offer our customers a variety of credit products to finance the purchase of goods and services. Our offerings include private label and co-branded Dual Card credit cards, promotional financing and installment lending, loyalty programs and Optimizer⁺Plus branded FDIC-insured savings products through Synchrony Bank. More information can be found at [www.synchronyfinancial.com](#) (6) and [twitter.com/SYFNews](#) (7).

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