

MANAGING YOUR MONEY



College Students: How's Your Credit Grade?

(NAPSA)—Though you may be hoping for an “A” in biology this semester, what do you think your grade will be in managing your credit? Both are important, but your school grade will only last for a semester, while your credit score stays with you a long time.

For college students receiving all those unsolicited credit offers, it is especially important to have an understanding of how to handle credit early so they can avoid problems later on. This may account for the interest in a campaign designed to increase awareness and understanding of automotive financing, unlock the mysteries of personal credit and help consumers decide whether buying or leasing a new vehicle is right for them.

The campaign, now in its second year, is called SmartEdge by GMAC.

“SmartEdge is a wonderful and straightforward way to educate consumers about personal credit, as well as vehicle financing options,” said Barbara Stokel, executive vice president, GMAC North American Operations. “We are encouraged to be significantly expanding this successful campaign in 2006. We expect to host nearly 1,500 SmartEdge activities this year, estimated to reach more than 500,000 consumers.”

SmartEdge by GMAC has hosted, and will continue to host, financial literacy events throughout the country, specifically targeting Atlanta; Chicago; Cleveland; Dallas; Houston; Miami; Sacramento; San Antonio; San Diego; St. Louis; Charlotte, N.C.; Memphis, Tenn.; and Tampa, Fla. In addition, consumers can access GMAC SmartEdge pro-



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gram information online at www.SmartEdgebyGMAC.com and learn more about activities around their city.

The program focuses on teaching consumers how to establish good credit, manage a budget and evaluate vehicle-financing options. The program and consumer tips are free to everyone with absolutely no strings attached.

“Buying a vehicle is usually a person’s first big financial decision and going about it isn’t always easy. That’s why GMAC has created SmartEdge,” said Don Ferguson, director of Minority Dealer Development, Relationship Marketing and Diversity. “It’s an education tool that brings vehicle-financing information to consumers in a fresher, more engaging way that gives people the flexibility to learn at their own pace.”

The company also introduced its Get the Edge Instant Win and Sweepstakes, which gives 2006 seminar attendees a chance to win a 2007 Chevrolet HHR or Chevrolet Cobalt and other prizes.