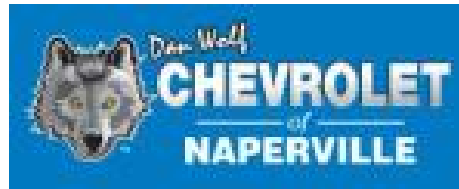




GM Employee / Consumer Outreach



Chevrolet of Naperville



Cadillac of Naperville



Village Buick-GMC

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OUTREACH

The Program

Small groups of employees are brought into key GM markets where over three days they are exposed to the real challenges of doing business faced by the Company and our dealers.

Employees are onsite at dealer locations to listen to customers, dealers and our regional teams to identify areas of improvement. The experience ends with employees co-hosting dealer open houses.

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GENERAL MOTORS COMPANY



Open House Touch Points

- Top GM executives on-site
- Customer assistance support
- Cross-functional GM employees
- Product Workshops
- Future vehicle display
- Ride and Drive current vehicles - “no hassle” product experts
- Barbecue Luncheon
- Media promotion, before and during event
- Delivering more than expected
 - \$50 gift card for detailed feedback
 - Maintenance checks, test drive track



The Results – Open Houses



Long Island

- Over 1,500 attendees
- 651 new vehicle ride-and-drives
- 65 customer focus interviews, ongoing customer follow-up



Philadelphia

- About 400 attendees
- 320 new vehicle ride-and-drives
- 68 customer focus interviews, ongoing customer follow-up



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Employees Value / Customer Comments

Employees demonstrating value to Dirs / Customer

- I corrected a break down in our tech-line assistance response - Towed in vehicles
- I helped technician diagnose a fuel injector and ECM replacement issue
- A customer was concerned about viewing street names on NAV - Demonstrated day/night settings
- I taught customers how to pair their Bluetooth and integrate I-pods
- Reviewed warranty work on a seat with customer
- Diagnosed a 2010 DTS vibration
- I helped sell five new vehicles today!
- I helped one family buckle their kids in proper fashion. This family was buckling their kids the wrong way exposing them to danger.

Customer Feedback (sample comments)

- "I bled for this country – I'll be darned if I ever buy a foreign vehicle!"
- "I'm proud of you guys paying back the loans and really want to buy GM and support an American Automotive brand."
- From a Prius owner – "I have money in the bank right now waiting for the Chevy Volt."
- From a "grumpy" elderly gentlemen - "I want a Volt and I want it now."
- "By coming out all this way to meet and listen to us, you have shown us that GM really cares."
- "I came to look for tires, I bought a car."

