



AutoKnow



General Motors Vision Statement: GM's vision is to be the world leader in transportation products and related services. We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork and innovation of GM people.

Breaking down the Viability Plan: Brands/Nameplates

The Viability Plan submitted on February 17 calls for GM to focus on its core brands in the U.S.: Chevrolet, Cadillac, Buick and GMC. Pontiac will serve as a focused brand with fewer entries, within the Buick-Pontiac-GMC channel.

GM will have a total of 36 nameplates in 2012, down 25% from 2008 levels. We expect to make a decision to sell or phase out the Hummer brand by Mar. 31, with a final resolution expected no later than 2010.

GM has conducted a strategic review of the global Saab business and on February 20, 2009 Saab filed for reorganization under a self-managed Swedish court process to create a fully independent business entity that would be sustainable and suitable for investment.

Saturn will remain in operation through the end of the planned lifecycle for all Saturn products (2010-2011). In the interim, if Saturn retailers or other investors present a plan that would allow a spin-off or sale of Saturn Distribution Corporation, GM would be open to any such possibility. If a spin-off or sale does not occur, GM plans to phase out the Saturn brand at the end of the current product lifecycle.

“Our goal is to put our resources behind our most successful brands,” said Fritz Henderson, president and COO. “Fewer focused brands and fewer, better nameplates is the right strategy; not only to win in the market but to allow us to spend less resources in this area. This will enable us to actually spend more on the remaining brands and nameplates.”

Table 2: GM North American Marketing Strategy – U.S.

	GM North America Marketing Strategy - U.S.					
	2000	2004	2008	2012		2014
				Dec. 2nd Plan	Revised Plan	
Brands	9	8	8	5	5	5
Total Nameplates	51	63	48	40	36	36
Car/Crossovers	31	33	31	29	25	29
Trucks	20	30	17	11	11	7
Car/Crossovers (%)	61%	52%	65%	73%	69%	81%
New Vehicle Launches	10	14	7	12	5	10

Update on Work Leaving Grand Rapids

The following is a list of part numbers and common stable part codes that Grand Rapids will be shipping, or has already shipped, over the next few weeks. We will keep you posted as more moves are announced.

GR Press Line	Part Code	Part Number	Part Name	Die Ship Date	Receiving Plant
W	A0076	15871963	Pnl-RR Door Step Lwr	3/17/2009	MARION
CTL	A0076B	B5871963	Pnl-RR Door Step Lwr	3/17/2009	MARION
GG	B3826-7	25877961 25877960	Pnl-Bbp Inr Upr L Pnl-Bbp Inr Upr R	3/18/2009	FLINT
SHEAR	B3826B	B5877961	Pnl-Bbp Inr L	3/18/2009	FLINT
S	A1699	15890047	Rail-RR Cmpt Pan L	3/19/2009	FLINT
CO1	A1698B	15910820	Rail-RR Cmpt Pan R	3/19/2009	MANSFIELD
GG	B5936	15943623	Pnl-W/Sfrm&RoofRailFrt L	3/20/2009	MARION

What's New in the Grand Rapids Transitional Center

- **Job Fair for Grand Rapids Metal Center Employees:**

Where: National Guard Armory – 1200 44th St. SW, Wyoming

When: Tentatively May 14, time TBD

Who: All employees (both salary and hourly).
Also open to veterans and general public.

Potentially 75 different employers will be in attendance! Call the information line (1-866-634-7432) or visit the Transitional Center for more information. Keep watching your *AutoKnow* for upcoming events.

- **Worker Orientation Meetings:**

Where: Local 730 union hall, 3852 Buchanan Avenue

When: 10:00 a.m., 12:30 p.m., and 3:00 p.m.

Who: All GRMP employees (hourly, salaried, working, laid off)

- **West Michigan Career Fair at Davenport University:**

Where: Lettinga Campus, 6191 Kraft Ave., GR

When: Wednesday, March 18, 1:00 – 4:00 p.m.

Who: All employees -- open to the public

Call 1-866-925- 3884 for more details, or call the Information line. You can also come in and visit the Transition Center to get more details.

- **Resume and Interview Skills workshops:**

Where: Grand Rapids Metal Plant

When: March 18, 3:30 – 5:30 p.m.

March 26, noon – 2:00 p.m.

Who: All Grand Rapids Metal Plant employees (hourly and salary)

Transitional Self-Help Center Has Website

GRMP's Transitional Self-Help Center now has a website that contains a wealth of information to help you make the transition to other employment or retirement. Go to transitionselfhelpcenter.com.

Retirement Planning/Investing Seminar

Mainstay Capital Management (a “GM-Approved,” independent, registered investment advisor) has been invited to the Grand Rapids Metal Plant to present an educational seminar on retirement planning and investing. **Seminars lasting one and a half hours each will be held on Wednesday, March 28,** as follows:

When: 12:30 p.m., 3:30 p.m. and 6:00 p.m.

Where: 2nd Floor – Conference Room 1-1A

If you’re interested in attending one of these seminars, please schedule yourself for a before- or after-your-shift meeting.

Seminar topics include:

- Strategies for successfully managing your PSP, SSPP, IRAs, and other investments
- Managing investment risk in today’s volatile markets
- How to take penalty-free, early distributions
- Important considerations for a buyout offer
- Retirement income and investment planning
- Evaluating a buyout – When can I retire?
- Investment strategies for a bear market
- How to “recession-proof” your portfolio
- Seven challenges facing retirees today
- Rollover IRAs - The Annuity Trap
- Lessons from the Madoff scandal
- Financial markets outlook

These seminars are open to all GM hourly and salaried employees. Mainstay Capital Management will also facilitate one-on-one meetings on March 18 if you would like to discuss your personal situation with an advisor.

Seating is limited. Advanced reservations are required. To reserve seating, **call toll-free 1-866-444-6246 or email seminarinfo@mainstaycapital.com.**

If you’re unable to attend one of these educational seminars or a personal meeting, call 1-866-444-6246 to request the information package provided to seminar and meeting participants.

Suspension of Special Enhanced Relocation Program for Closed Plant Facilities

Notice to all hourly employees: Please be advised that effective March 1, 2009, GM Management has determined that the Special Enhanced Relocation Program for closed plants (e.g. \$67,000 - \$75,000) is currently unavailable due to GM’s financial condition.

-- Anita Riddle Johnson
Director, Labor Relations
Employee Placement Center

Correction from Last Week’s AutoKnow

A wrong address was listed in last week’s *AutoKnow*. For the job fair for Grand Rapids Metal Plant employees at the National Guard Armory, the correct address is 1200 44th Street in Wyoming.

The Truth about GM Quality

GM has substantially overcome the quality gap compared to our competitors. Our challenge--perception--continues to lag this reality. Internal data aligns with many third-party assessments, including J.D. Power and Associates and auto enthusiast magazines, to confirm GM’s quality is industry leading in many areas.

- Since 2006 warranty repairs at GM dealerships have been reduced by 48%.
- Since 2004 the number of GM vehicles recalled has been reduced by 71%, resulting in an 84% reduction in the cost of recalls during this timeframe.
- GM’s current internal quality data suggests an improvement twice the rate of the historical industry average. As a result, in 2009 we expect to see a significant increase in the number of segment leading models in J.D. Power Initial Quality.
- GM’s brands (Cadillac, Chevrolet, Buick, Pontiac), representing 80% of our total volume, are ranked above industry average as measured by 2008 J.D. Power Initial Quality.

- GM and Ford tied for the leadership position in the 2008 J.D. Power Initial Quality Study – 11 models ranked in the top three of their respective segments.
- GM dealers are among the best in the industry when it comes to customers’ experience at the dealership. Since 2004, all GM brands have ranked above industry average, and better than many of the top Asian brands, according to J. D. Power and Associates Customer Satisfaction Index and Sales Satisfaction Index.



Safety Reminder

Don’t Delay Reporting Incidents

If you’re involved in or witness a near-miss or actual safety incident, please report the event immediately so that the proper investigation can take place. If you wait to make the report, then the conditions surrounding the incident may change, which then prevents proper investigation and problem solving so that the problem doesn’t occur again.

Beyond Grand Rapids

Stepping into the Light – *Consumer Reports* A Blog by Rick Spina – VP of GMNA Quality

Since taking the GMNA Quality VP helm, things like warranty, incidents per thousand vehicles, J.D. Power & Associates and *Consumer Reports* keep me up at night.

Consumer Reports issued several news releases and hosted several media events to promote its annual auto issue, which hits newsstands this month as the April magazine. The contents provided were not a surprise to us, but still provided great fodder for news.

Let's take a look at what it really means: it's the same story told under new light. Most of the information was covered in the November magazine. The light is no more favorable now than it was in the fall. New elements include:

- Top Picks – best models of the year
- Best & Worst Vehicles
- Best New Car Values
- Used Cars- most reliable/best of the best
- Most Bang for the Buck

Who Makes the Best Cars?

Let's be honest, *Consumer Reports* is a widely-respected and credible source. *Consumer Reports* is one of several third-party inputs GM looks at and we take it seriously. However, if you take a look behind the pages, the outlook is sunnier – and we could all use a little sun!

GM has made some good progress. Our new products – Buick Enclave, Cadillac CTS, Chevrolet Corvette, Malibu and Traverse, GMC Acadia, Pontiac G8 and Saturn Outlook – all scored quite well. The Chevrolet Avalanche earned “Top Pick” recognition for the best pickup truck. Last year,

the Silverado took these honors. But many of our legacy vehicles are holding us down. There's no excuse to give there. We didn't get the job done for getting these cars to the performance or reliability levels needed, so we have to take our lumps and move forward. We are moving forward righting those wrongs. We know what to do and we're doing it!

The Chevrolet Malibu and Traverse are successful models and we're applying the lessons learned to generate improvements on current models. Additionally, these initiatives will improve quality and reliability of future models built on new architectures. With every newly launched vehicle we pull-up our average, we improve our standing, and we build consumer confidence in our products. If all our competitors would just wait for us to catch up, we'd win in no time, right? Sadly, though, the other guys are moving forward too, so we have to be smarter, stronger and faster!

Improvements in our *Consumer Reports* standings will come into the light in their November auto issue. Until then, know that we've reduced warranty repairs by 48% since 2006. Know that J.D. Power initial quality, which correlates with reliability, is tracking at 16% improvement year-over-year versus a typical five percent industry rate of improvement. This is all happening right now, and it will have a positive effect on future outside assessments.

We must stay focused and keep our eyes on the target of designing, engineering and assembling vehicles that are best-in-segment – by any third-party assessment.

Answer Me Now

Here is a recent question and answer posted in GM's “Answer Me Now,” found on Socrates, which is the GM employee intranet.

Q. Did GM change its position on bankruptcy?

A. Contrary to the recent story in the *Wall Street Journal*, GM has not changed its position on bankruptcy.

Restructuring the business out of court remains the best solution for GM and its constituents. The company has established a clearly-defined plan to restructure its business and restore GM to long-term viability, and GM is aggressively executing that plan through a series of actions outlined in its February 17 viability plan.

As a prudent business measure, the company has analyzed various bankruptcy scenarios. However, the company firmly believes an in-court restructuring would carry with it tremendous costs and risks, the most significant being a dramatic deterioration of revenue due to lost sales.