

Reinventing the ownership experience.

MEDIA GUIDELINES

Introducing 'Total Confidence,' the most comprehensive customer care program ever. We're counting on you to help get the word out on this industry-leading initiative. Use this overview to help build awareness on the Total Confidence Program with your local media. Get in touch with your local TV and radio station, as well as your local newspaper contacts today to schedule interviews and get the word out on Total Confidence. Go to GM GlobalConnect and GM AssetCentral for program assets (program logos, advertising materials, etc.) you may be able to utilize with the media.

Total Confidence Talk Points

Overarching Message:

With the 'Total Confidence' plan, GM addresses today's most-pressing concerns for new-car buyers – it's the way we put customers first in all we do. We are reinventing the customer experience.

Soundbites:

"Total Confidence reinvents the customer experience."

"This is an unprecedented customer protection package."

"Total Confidence is peace of mind in uncertain times."

Specific messages:

'Total Confidence' protects customers four ways:

Protects your Investment: 'Vehicle Value Protection' with up to \$5,000 trade-in assistance to protect customers against uncertainty in the future used-car market. Much as we've seen home prices decline in this tough market – and homeowners may owe more than the current resale value of their house – 'Vehicle Value Protection' provides peace-of-mind for customers when they trade in their vehicle.

Protects your Paycheck: 'Payment Protection' provides up to nine months of payments on vehicle loans or leases (\$500 max/month) if you lose your job involuntarily. When looking for a job, you need a vehicle more than ever. 'Payment Protection' helps you get back on your feet.

Protects your Vehicle: GM's 100,000-mile/5-year limited powertrain warranty with roadside assistance and courtesy transportation. GM protects your vehicle with the best coverage in the business – so you don't have to worry. With the high quality of GM vehicles today, offering the best coverage only makes sense.

Protects your Family: One year free OnStar 'Safe and Sound' Plan. Knowing that OnStar is there if you should ever need them really makes a difference. With advanced crash notification, OnStar is cutting-edge technology that protects your family every time they travel.

Summary:

By protecting a customer's investment, paycheck, vehicle and family, we are reinventing the customer experience. The 'Total Confidence' plan addresses today's most-pressing concerns for new-car buyers ... It's the way we put customers first in all we do.



total confidence

www.gmconfidence.com

For general program questions, contact the Dealer Business Center at 1-888-414-6322.

For any questions on benefit redemptions, contact the program administrator at 1-888-778-9043, Monday-Saturday, 8 am-9 pm EST.

Media Questions & Answers

What is “Payment Protection?” This program, provided at no additional cost to the customer, protects his/her paycheck by providing monthly payment protection up to \$500 for up to nine months if the customer loses his/her job after purchasing a new GM vehicle. Compared with similar programs, the biggest benefit is that the customer gets to keep their vehicle during this period while looking for work. The protection begins 91 days after the vehicle purchase date and lasts for an additional 21 months, and provides monthly payments up to \$500. The program applies to new GM cars and trucks, except for Saab and medium duty, sold and delivered at retail for personal use on or after April 1, 2009. There are restrictions, so customers should visit www.gmconfidence.com or their local GM dealer for full program details.

What is “Vehicle Value Protection?” This program, provided at no additional cost to the customer, protects his/her investment in a new GM vehicle by providing either (a) up to a \$5,000 credit when a customer trades in that GM vehicle to buy a new Chevrolet, Pontiac, Buick, GMC, Cadillac, Saturn or HUMMER vehicle, or (b) up to \$2,500 if a customer sells the vehicle in a private sale and buys a new Chevrolet, Pontiac, Buick, GMC, Cadillac, Saturn or HUMMER vehicle within a 7-day period. The credit is determined by the difference between the applicable NADA Clean Retail value and any remaining outstanding principal loan balance on the vehicle. This program is designed to provide assistance to customers who may find themselves ‘under water’ when they want to buy a new vehicle. For example, if a vehicle’s Clean Retail value is \$10,000 according to the NADA Used Car Guide, yet the customer still owes \$15,000 in loans, this program would provide a \$5,000 credit to cover that ‘under water’ amount if the vehicle is traded in and a new eligible vehicle is purchased. The program is available for finance contracts with a term of up to six years and applies to all eligible new GM cars and trucks, excluding Saab and medium duty trucks, sold at retail for personal use on or after April 1, 2009.

Who is paying for this program? There is no additional cost to customers. The expense, borne by GM, is part of the marketing budget for each vehicle.

Looks like you are using Tax Payer money to fund this program, is that true? We are using our normally allocated marketing budget to pay for the program. The Federal loans were provided to GM for general operating expenses.

Why is Saab not included? Saab already provides a warranty and prepaid maintenance package for its import-minded customers that is different from the warranty package for the other GM brands and competitive in the luxury segment. As you recall, in mid-2008, Saab Automobile USA eliminated the GM 100,000-mile/5-year powertrain limited warranty for the 2009 model year, instead choosing the original 4-year/50,000-mile bumper-to-bumper limited warranty coupled with roadside assistance, courtesy transportation and no-charge scheduled maintenance for 3 years/36,000 miles. Given the differences in the warranty coverage, we decided not to include Saab in the Total Confidence program.

Are GM employee sales eligible? Sales to active GM employees are not eligible for Payment Protection Program. GM employee sales are otherwise eligible for Vehicle Value Protection

Who else cannot take part in the Payment Protection program? The purpose of the “Payment Protection” program is to assist retail customers who have involuntarily lost their jobs because of the economic downturn. Businesses and fleet buyers are not eligible. People who receive severance payments that assist them in making the transition to new employment are not eligible, neither are people who voluntarily quit, take voluntary leaves of absence, retire or become disabled. Seasonal or self-employed customers are also not eligible. For a complete list, visit this website – www.gmconfidence.com – or talk to your local GM dealer.

What happens if the Loan or Lease payment is more than \$500 per month; who pays that difference? The customer remains obligated to pay amounts in excess of \$500 a month.

If a customer loses his/her job and just wants to return their vehicle, can they under this program? No. Unlike other manufacturers, our intent is to help customers through these tough times by making their new vehicle available to them while looking for work. Under the Payment Protection program, they get to keep their vehicle while the plan covers their monthly car payment up to \$500 for up to nine months.

What happens if GM files for bankruptcy protection? Will the consumer still be covered? Yes. These programs are offered by companies independent of GM. However, GM is not planning to file for bankruptcy and we can’t comment on speculation.

What happens if GM goes out of business? Will the consumer still be covered? Yes. These programs are offered by companies independent of GM. However, GM is not planning to go out of business and we can’t comment on speculation.

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