



OVERDRIVE

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THIS WEEK IN OVERDRIVE

The General Motors Customer Relationship Management (CRM) team and The Cobalt Group announced today the launch of GM PowerShift, the next generation of DealerLink, GM's Web site solution program that helps GM dealerships manage their online retailing business. GM has selected Cobalt, the leading provider of automotive retail e-business software and services, to be the preferred provider of integrated dealer Web site solutions for Chevrolet, Buick, Pontiac, Cadillac, Oldsmobile and GMC dealerships in the U.S., offering exclusive integration with GM tools and systems. "This move will give us better performance and greater flexibility to enhance our Web sites with a broader range of options," said Tommy Brasher, dealer principal of Brasher Motor Company of Weimar, Inc. in Weimar, Texas. GM PowerShift represents a feature, function and performance upgrade to the GM DealerLink program, which was launched two years ago. GM DealerLink dealers will be contacted by a Cobalt representative in the next 60-90 days to discuss their transition to GM PowerShift. For more information or to sign up for the GM PowerShift program, dealers may contact Cobalt directly at 1-866-200-2994 or send an e-mail to powershift@cobaltgroup.com. Cobalt is on the Web at www.cobaltgroup.com.

GM'S FAMILY OF CARDS

With dealers processing nearly 4.5 million redemptions to date, GM's "Family of Cards" – the GM Card, the GM Business Card and the GM Extended Family Card – continue to help bring customers into the showroom and build dealership loyalty. And now, the GM Cardmember Services online vehicle redemption tool is making it easier, faster and more cost-effective for dealers to process customer card Earnings Redemptions. Dealers can check a customer's redemption summary and utilize the online worksheet through GM Dealer World. "More than 20 percent of all GM Card redemptions are now done online, and dealers who are utilizing the online tools are reporting greater satisfaction with the process," said Ted Linhart, dealer principal of Dominion Chevrolet in Richmond, Va., and co-chairman of the GM CRM Dealer Advisory Board.



"We have been pleased with the convenience and time-savings achieved at Dominion by using online redemption over the conventional telephone VRS. I encourage all dealers to take advantage of the new system." Authorized users can access this application through www.gm-dealerworld.com by clicking on the GM Card Dealer Web site, and then on the "Redeeming Earnings" tab. If you do not currently have access to GM Card, see your dealership's Partner Security Coordinator or call 1-800-944-7000.

GM BUYPOWER: "BEST OF THE WEB"

GM BuyPower.com has earned the prestigious "Best of the Web" designation from Forbes.com for Spring 2004. The site was recognized in the "Luxe Shopping" category, under Car Buying. This marks the second time GM BuyPower has won this distinction. GM is the only auto manufacturer to earn a "Best of the Web" recognition in the Car Buying section. For more information, log on to www.forbes.com/bow. Since receiving this latest award, GM BuyPower has introduced a significant upgrade to the homepage which now incorporates a new "Shop by Price" tool in addition to the previous "Shop by Brand," "Shop by Body Style" and "Shop by Model" tools.



The new homepage also leverages Flash animation and larger images to better showcase GM's exciting new products and promote the latest marketing campaigns. Check it out at www.gmbuypower.com.

ASPEN MARKETING SERVICES

GM Customer Relationship Management (CRM) announces a new relationship with Aspen Marketing Services – recognized leaders in dealer marketing and national advertising – to assume responsibility for services provided by GM Retail Marketing Services (RMS), effective July 1. Dealer accounts will automatically be transferred as Aspen Marketing Services assumes all RMS business. Current pricing and services will remain in effect during the transition. "Aspen Marketing Services currently provides retail marketing support for GM dealers and Local Marketing Groups (LMGs). They also offer retail integration at all levels: LMG, and individual dealers," said Pete Gerosa, GMNA vice president of field sales, service and parts. "Aspen has a dedicated field sales organization with a well-known senior management team that is already fully engaged in the business that will help dealers achieve a true retail fast-to-market execution." Gerosa said that a management committee to oversee this new relationship, comprising GM, Aspen Marketing Services and GM dealers, has been established. For more information, contact Cathy Lang at 1-800-848-0212 or visit www.aspenms.com.

Getting the *right* message to the *right* customer



Jack Bowen
General Director,
Customer Relationship
Management

We are becoming smarter at General Motors about how we use Customer Relationship Management to increase sales and give GM and GM dealers a competitive boost.

For starters, we've integrated our CRM activities into our corporate advertising and marketing staff.

This means that activities such as GM Cardmember Services, GM BuyPower, call centers for roadside, customer and dealer assistance, our online operations and direct marketing are now all in sync.

This consolidation recognizes how important it is for GM to integrate data-based marketing solutions as we drive toward increased sales and market share by getting the right messages to the right customer at the right time.

GM CRM's goal is to help you profitably sell vehicles, do business with GM more easily and develop mutually beneficial, long-term relationships with consumers. To do that more effectively, we are leveraging existing tools and building or acquiring new CRM tools.

We already have industry-leading initiatives such as the GM Card and two new products we introduced last year – the GM Extended

Family Card and the GM Business Card. And we continue to evaluate other opportunities to drive more showroom traffic.

Our online shopping and buying tool, GM BuyPower, has delivered record-breaking monthly leads to GM dealers almost every month over the past two years, with leads having grown more than 250% over just two years ago. This hard-working site recently became an award-winner as it was named "Best of the Web" by Forbes.com.

And we have some new CRM tools in our kit. GM has just announced a relationship with The Cobalt Group to offer the next generation of Web site solutions for dealers. We call it GM PowerShift, and we believe it will deliver all the integration of GM DealerLink, but with enhanced speed, performance, scalability and reliability (see story at left for details).

While many of our CRM efforts may not be obvious, you should know that they have a sizeable impact on your sales. For example, GM's recent moves to consolidate existing CRM initiatives and to develop new innovative solutions should result in better leads and more sales for each of you. Much of what we have been able to accomplish is due to the efforts and valuable insight of our Dealer Advisory Board members. Many thanks for helping us forge an invaluable partnership.

Good selling!

Driving Leads for Online Success



GM BuyPower delivered a 250% increase in dealer sales leads over the past two years.



Forbes "Best of the Web" pick!



Your car. Your choice. Your way.

For more information: www.gm-dealerworld.com
to talk to us click on: "Feedback"