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GM Safety Initiatives Listed

DETROIT – Since the ignition switch recall, General Motors has announced the following initiatives aimed at improving the safety of GM vehicles:

- Named Jeff Boyer as Vice President of Global Vehicle Safety, elevating and integrating our safety processes under a single leader. This role has global responsibility for the safety development of GM vehicle systems, confirmation and validation of safety performance and post-sale safety activities, including recalls.
- Added 35 product safety investigators that will allow the company to identify and address issues much more quickly.
- Instituted the Speak Up for Safety program, encouraging employees to report potential safety issues quickly and forcefully and recognizing them for doing so.
- Created a new Global Product Integrity organization within Global Product Development that will enhance overall safety and quality performance.
- Restructured the recall decision making process to raise it to the highest levels of the company. Senior management is now going to be at the center of these issues.
- Broadened the global engineering requirement of Design for Six Sigma (DFSS) certification to help the company better understand customer needs and focus efforts on the root causes of customer issues and how to resolve those issues.
- Committed to executing the ignition recall safely and effectively, which includes getting the parts to fix the vehicles. Parts production is running seven days a week in multi-shift operations and GM and Delphi have set up an enhanced quality assurance process to ensure quality and consistency of the final part. Our plan is to produce enough repair parts by October to fix the majority of the affected vehicles.
- Launched an ignition recall update website and a Spanish-language version in an effort to keep customers updated on the recall and help them better understand what steps they should take if their vehicle is affected. That website is available at: www.gmignitionupdate.com and the companion Spanish-language site is at www.gmllamadaarevision.com

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>

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