



12 March 2018

Dear colleagues,

We are beginning an exciting new chapter – a new approach for OnStar and the division brands you represent.

As you know, today's vehicle intenders are more tech-savvy than ever before. Just like their digital devices, they expect their vehicles to connect them to their world.

Everything from voice recognition to diagnostics to remote access to in-vehicle Wi-Fi and apps are now on-the-road essentials. It is our mission – just as it was 21 years ago – to be the undisputed leader when it comes to the connected driving experience.

## **TWO APPROACHES, A WORLD OF POSSIBILITY**

Our new business model is designed to meet our customers' ever-expanding needs – as well as strengthen our brands. To this end, we're refocusing OnStar on safety and security and introducing a new range of division-branded Connected Services plans.

**The New OnStar Brand** will cement OnStar as a must-have for every driver. At the center of new TV, radio and digital spots is the message that OnStar provides protection and the reassuring presence of a live Advisor. And everyone will know that the OnStar Safety & Security Plan – with services like Automatic Crash Response, Stolen Vehicle Recovery and Emergency Services – is only available on Chevrolet, Buick, GMC and Cadillac.

**Connected Services** form the other half of our new approach. These plans are branded as "Chevrolet, Buick, GMC" and "Cadillac Connected Services." Customers will be able to choose from the Remote Access Plan and the Unlimited Access Plan, in addition to the free-of-charge Connected Access – which, for 2018 and newer models, now boasts standard connectivity for 10 years.

## **REVENUE SHARE**

The way we present OnStar and Connected Services isn't the only thing that's changing. We're bringing a whole new approach to the way your business gets compensated for selling these plans.

In partnership with our Dealer Executive Board, we've designed a way for you to make money every time you sell a service. You'll receive a monthly annuity payment for each of your customers in either an OnStar or Connected Services paid plan. That's every month, in perpetuity – for as long as they remain a customer.

This program obviously applies to all new vehicles, but eligible pre-owned and Service Lane customers who purchase a plan also count towards your revenue share. Think about all the customers you have rolling through your Service Lane alone – there's a lot of opportunity out there!

### **THE TOOLS TO MAKE IT HAPPEN**

We're very excited about this new direction. It offers vast new possibilities for all of us to nurture and grow our business. I encourage all of you to embrace and get behind our new approach.

We are here to support you. The materials in this kit are just the start. They are designed to help you speak authoritatively about our new services – and make the most of all the opportunities our new business model offers to you. You'll see additional information and materials in the coming months.

Thanks for everything you do – and good luck and great selling!

Santiago Chamorro  
Vice President – Global Connected Customer Experience