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"ANY CUSTOMER CAN HAVE A CAR PAINTED ANY COLOUR THAT HE WANTS, SO LONG AS IT'S BLACK." Henry Ford

Many believe that if the "BIG THREE" would have stuck to Mr. Ford's business plan, the "BIG THREE" car manufacturers would not be in their current predicament. That of course is oversimplifying the current situation. The fact is that we are in a global economic downturn, driven (no pun intended) by the United States. This has left no margin for error in any manufacturing industry. That's not saying that there were not major issues in the domestic auto industry prior to the economic downturn.

So what is the future of the "BIG THREE", specifically GM.? The future cannot be guaranteed. However given the following facts, the future for GM looks exciting and successful. GM is moving towards being a more streamlined dynamic competitive bottom line auto manufacturer. A few facts; quality of the GM products have never been better (just ask any GM Service Manager about the declining warranty work!), the streamlining of manufacturing plants and models, the synergy between union and management, and the accountability and scrutiny GM is now under by Consumers, Dealers and all levels of Governments.

SHIFT HAPPENS.

Sometimes size does matter... Did you know;

If you are 1 in a million in China...there are 1,300 people just like you, in India there are 1,100 people just like you.

The 25% of the population of China with the highest IQ's...is greater than the entire population of North America. That's 28% in India.

Translation for teachers: They have more honours kids than we have kids.

China will soon become the number 1 English speaking country in the world.

The top 10 jobs that will be in demand in 2010 didn't even exist in 2004.

We are currently preparing students for jobs that don't even exist. Using Technologies that haven't yet been invented. In order to solve problems we don't even know are problems yet.

Nintendo invested more than \$140 million in research and development in 2002. The U.S. government spent half as much on research and innovation in education.

We are living in exponential times.

There are 2.7 billion searches on Google each month. Who answered these questions before Google?

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For more information go to www.imforgm.com or visit gmfactsandfiction.com

So by now I think you caught my drift. GM is on the road to regaining its #1 spot in the automotive industry. However this time it's not by volume alone. It is by manufacturing exciting vehicles now for the future.

Like the new 2010 Buick Allure.



WATCH OUT LEXUS, HERE COMES BUICK!

"The new Allure was created with great attention to detail, craftsmanship and advanced technology," said Susan Docherty, Buick-Pontiac-GMC vice president. "It builds on the success of **Enclave** as the next step in Buick's revitalization. And, as with **Enclave**, our goal is to attract a whole new buyer to our dealerships." One of the interesting developments in the creation of the new Allure was the success of the Buick brand in China. As a result, the new vehicle was fashioned on three continents with creative collaboration between designers in the United States and China, in partnership with the Pan Asia Technical Automotive Center (PATAC), as well as chassis and body engineers in Europe.



The number of text messages sent and received each day exceeds the population of the planet.

It is estimated that 1.5 exabytes of unique new information will be generated worldwide this year.

That's more than the previous 5,000 years.

The amount of new technical information is doubling every 2 years. For students starting in a 4 year technical or college degree, this means that half of what they learn in their first year is outdated by their third year of study.

Third generation fibre optics pushes 10 trillion bits per second down one strand. Of fibre. That's 1900 cd's or 150 million simultaneous phone calls, every second. It's currently tripling every 6 months.

By 2013 a supercomputer will exceed the computation capability of the human brain.

What does the above all mean....

SHIFT HAPPENS.

General Motors are in a huge paradigm shift. The current and future stability of GENERAL MOTORS depends on how well they are able to focus on the big picture and manage the needs of consumers before they are needed.

The US economy and auto market will eventually recover. Until it does, auto companies need to keep employing, purchasing, researching, developing and building the cars of the future. Public and pundit perceptions of GM have understandably not caught up with changes that have and are being made in GM's business model. Consider that:

- In the 2009 model year, GM offers more hybrid vehicle models than any other auto company.
- GM Canada was the first auto company in Canada to build hybrid and fuel cell vehicles.
- GM does more R&D in Canada than the rest of the auto industry combined.
- GM Canada sells the most small cars of any automaker in Canada (more than Toyota, Honda, Mazda or Nissan in 2007)
- GM won North American Car of the Year in each of the past 2 years (Chevy Malibu 2008, Saturn Aura 2007)
- GM is on track to sell the Chevy Volt extended range electric vehicle starting in 2010.
- GM will close 4 large truck plants in North America and increase production of new small fuel efficient cars.
- And GM has made (and continues to make) cuts and changes that put us on track to reduce our global cost structure to among the most competitive in the industry by 2010. And we will continue to do so beyond that date.

GM and others in the industry need to complete the job in this credit crisis. GM needs to keep employing, supporting suppliers and dealers and developing the cars of the future. Canada needs GM to do that too. 1 in 7 Canadians are employed by GM. That's what the public expects from car companies. And that's exactly where GM is driving.



View www.michaelpalay.com to see more new vehicles unveiled at a number of car shows around the world!

Call Michael Palay at 837.5811 for more information on the exciting line up of 2009 GM's and soon to be released 2010's.

Ask me about:

My Referral Program!

GM Visa Points!

GM's Student Program!

GM's Military Rebate!

GM Supplier Program!

Now you have a friend in the car business.



See me at www.michaelbalav.com

