

'We're Taking a Proactive Approach To Ensure Customers Receive Expert Support' – GM's Boler-Davis

In an industry first, GM is deploying a team of 25 young and tech-savvy Connected Customer specialists to dealerships nationwide to help owners understand how to get the most out of their Chevrolet MyLink, Cadillac CUE and Buick and GMC IntelliLink infotainment systems.

"While our infotainment systems are designed to be intuitive and easy to operate, we're taking a proactive approach to ensure customers receive the expert support they may need," said Alicia Boler-Davis, vice president of GM Global Product Quality and Customer Experience.

"This is one of many ways we are taking care of our customers after they've made their purchase."

Hundreds of applicants were considered for the 25 positions allocated specifically to training and educating GM dealerships on the use of the MyLink, CUE and IntelliLink systems, capable of providing information, navigation, communication and entertainment.

The infotainment specialists have worked in numerous tech support roles dispensing counsel at "genius bars" for computer and communications companies, helping customers navigate through new technologies. The specialists will work mostly in ge-

ographic areas they're already familiar with demographically and culturally.

"Our new specialists with an average age in their mid-twenties bring the right kind of experience to our team," said Boler-Davis. "They grew up with the phones and technology that our infotainment systems connect with. They know customers and will help with their needs, which is what our company is all about."

Ara Eckel, a Connected Customer specialist leader in New York, worked in the training department at one of the best-known computer companies in the world.

"Bringing that knowledge to my new infotainment job at GM will help with our goal to exceed expectations of our customers," Eckel said.

Zita Zheng, a Connected Customer specialist working in Seattle, added: "There is a high level of expectation and comfort when it comes to computers, tablets and cell phones and other technologies we use every day. I will make sure that GM's customers enjoy the same levels of comfort with their vehicle infotainment systems that might be new to them."

Connected Customer specialists will help identify and train certified technology experts at



These 25 young people that GM has hired have the technical background to train dealership personnel in the use of MyLink, CUE and IntelliLink infotainment systems.

every U.S. Chevrolet, Cadillac, Buick and GMC dealership, as well as sharing customer feedback to the GM quality and engineering teams to make improvements in current and future vehicle programs.

In addition to the training provided by the specialists to GM dealerships to support and help customers, a dedicated call center with a direct OnStar link assures that customers are connected, knowledgeable and com-

portable with their sophisticated new infotainment systems.

"This total initiative is another example of GM's transformation into a customer-centric organization with the goal of providing the most exceptional and memorable ownership experiences in

the automotive industry," said Boler-Davis.

"We've recruited and employed the best people to support our dealers and customers. No other automaker has offered connectivity coupled with support at this level."

Clothes Get 'Imported from Detroit' Label As Carhartt Works with Chrysler Brand

by Jim Stickford

Imported from Detroit just got a little more real, thanks to an alliance between Chrysler Brand and Carhartt, the Dearborn-based manufacturer of work clothing.

Tony Ambroza, vice president of marketing for Carhartt, said the company is proud to be associated with the "Imported from Detroit" campaign.

Carhartt's Imported from Detroit clothes have elements that are meant to evoke the classic elements of a Chrysler automobile.

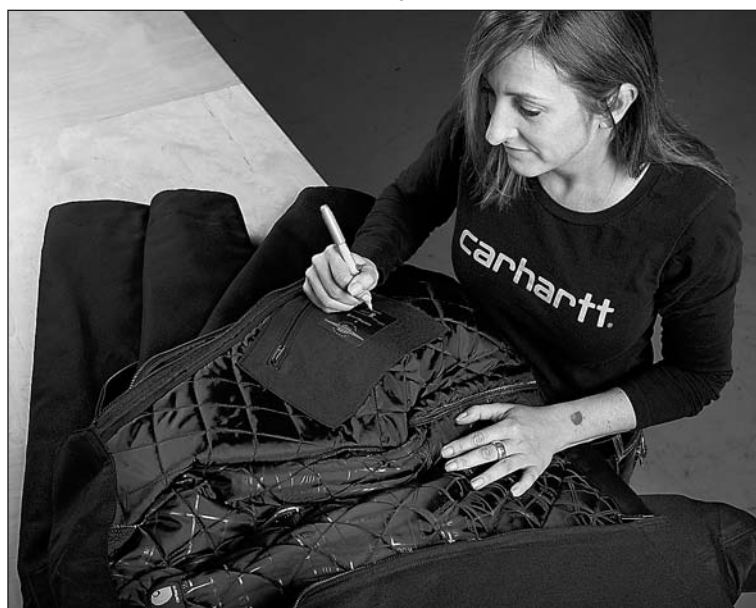
The labels are all leather and have been dyed black to match the material used in the clothing. Additionally, all the metal elements – zippers and studs and such – have a dark matte finish similar to the metal finish on the interior of Chrysler vehicles.

"Carhartt has been based in Southeast Michigan since 1889," Ambroza said. "If you go back far enough, we even had a car (made by) our founder Hamilton Carhartt between 1910 and 1912."

"This is the first time we've ever actually teamed up with an auto manufacturer, but we share similar views with Chrysler. We want to honor the city of Detroit and the people who believe in hard work."

Ambroza said Mark Valade, Carhartt's CEO, and Saad Chehab, CEO of the Chrysler brand, made the partnership happen. Both men have a passion for helping Detroit and decided to work together to promote the city through specialized clothing, said Ambroza.

"In terms of apparel brands, we'll be unique," he added. "We are only making 200 of each item. They will be on sale online, at our store in Chicago and a small number of items will be on sale



Carhartt worker hand-numbers an "Imported from Detroit" garment.

at Detroit Mercantile."

Ambroza said the designs are the product of a team of Carhartt people who worked closely with the folks at Chrysler.

Carhartt products getting the Imported from Detroit treatment include the Detroit jacket, the chore coat, the active jacket, a long-sleeve signature T-shirt, a mechanic's shirt, a women's signature T-shirt, a firm duck double-front work dungaree and a knit skull cap.

"All the items for sale have

been hand-numbered," Ambroza said. "We think a lot of folks will wear these items of clothing and show off their pride in the city of Detroit."

All items have been made in the United States, Ambroza said.

To see the merchandise, visit www.carhartt.com/chryslerifd.

Got News?

If you have solid business news for this paper, please contact us at News@DetroitAutoScene.com.

Networking, Cheering Set at Palace

The Auburn Hills Chamber of Commerce is sponsoring a special "Business and Basketball" meeting on Monday, Dec. 17. The event will be held in Auburn Hills' Palace sports arena, 6 Championship Drive, in the President's Room.

The evening will begin with a networking gathering at 6 p.m.

The game's tipoff is at 7:30 p.m.

Tickets are \$20 for the Pistons-Los Angeles Clippers contest, with refreshments provided at the game.

To learn more about the event and how to register to attend, contact chamber marketing administrator Rachael Jay at rjay@auburnhillschamber.com.

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