

GM Response to Owners: Door-Opening App

Remotely unlocking doors, activating horn and lights, and remote start for factory-equipped vehicles are among services General Motors will make standard via smartphone for five years through the OnStar RemoteLink Mobile App.

GM announced the new RemoteLink Key Fob Services program on June 5 for OnStar-equipped 2014 Chevrolet, Buick, GMC and Cadillac models – even if the owner declines to pay for other OnStar services. Thirty-six 2014 model year GM vehicles are compatible with the RemoteLink mobile app.

“We know our customers value remote services,” said Mary Chan, president, GM Global Connected Consumer. “GM owners request remote door unlock assistance through OnStar more than 60,000 times each month, so it makes sense for us to offer RemoteLink Key Fob Services to enable customers to lock, unlock or start their vehicle from anywhere they have a wireless or cellular connection.”

Remote start is the most popular remote service by current users of the RemoteLink Mobile App, she said.

The complete set of RemoteLink Mobile App services remain available with a trial or paid OnStar subscription. Additional services include monitoring the status of the vehicle’s operating systems, including remaining oil life, fuel level range in miles, tire pressure, and miles per gallon.

It also includes a one-touch connection to an OnStar Advisor for a simple request or emergency need. RemoteLink Mobile App users with the Directions and Connections plan can also

send Turn-by-Turn directions directly from their smartphone to their vehicle.

Once a customer takes delivery of an eligible 2014 GM vehicle, he or she can simply download the free application to a compatible smartphone and agree to terms. The five-year period runs from the vehicle delivery date.

“Our vehicles are getting more connected, and so are we,” said Chan. “As mobile devices become a bigger part of our lives, GM understands the importance of providing our customers the ability to use these devices as part of their vehicle experience.”

“What’s great about the RemoteLink Key Fob Services is that it works far beyond the range of a traditional key fob, which can come in handy in a number of situations such as

starting your car on a cold day as you leave the office or ensuring your vehicle is safely locked in the airport parking lot as you sit in the terminal.”

“Customers expect the connection to their vehicle to be available anywhere they go and anytime they want to use it,” said Alan Batey, GM vice president, U.S. Sales and Service.

“RemoteLink Key Fob Services represent simple, smart connectivity and another example of how our brands are evolving services and connecting with our customers.”

GM launched RemoteLink for the Chevrolet Volt in 2010 using OnStar technology. The RemoteLink Mobile App, which is available for nearly all GM brands, has been downloaded more than 1.5 million times with more than 320,000 regular users.

1,000-Plus Cyclists Pedal to Raise \$420K for Diabetes Research Group

More than 1,000 cyclists participated in the 2013 American Diabetes Association Tour de Cure, which took place June 15.

The local event, which kicked off from Brighton High School, raised money to support its ongoing mission: “To prevent and cure diabetes and to improve the lives of all people affected by diabetes.”

“Tour de Cure went very well,” said Mary C. Riegler, director, Special Events, for ADA. “We are well on our way to hitting our goal of \$550,000. Over 1,000 participants registered for the event.”

This year’s riders raised at least \$420,000 and, as this newspaper went to press, organizers were still counting.

Companies and individuals pedaled to raise money for the ADA fundraiser. Team MAHLE raised nearly \$14,000 (with the funds still being processed at press time) with more than 40 cyclists.

Other large automotive teams included Team Tower-Foley, which raised more than \$9,500 and Team TRW, which raised \$6,400. Riders from GM, Ford, BorgWarner, Nissan, Autoliv, Magna, Axletech and others also participated.

According to ADA, the Tour de Cure is a series of fundraising cycling events held each year in 44 states across the nation to benefit the American Diabetes Association.

The Tour is a ride, not a race, with routes designed for everyone from the occasional rider to the experienced cyclist.

In 2011, more than 55,000 cyclists in 80 events raised more than \$18 million to support the mission of the American Diabetes Association.

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