

OnStar

by



Automobile Services

Science and Innovative GNSS Applications

**International Committee on Global Navigation
Satellite Systems (ICG)**

9 December, 2008

Timothy R. Nixon

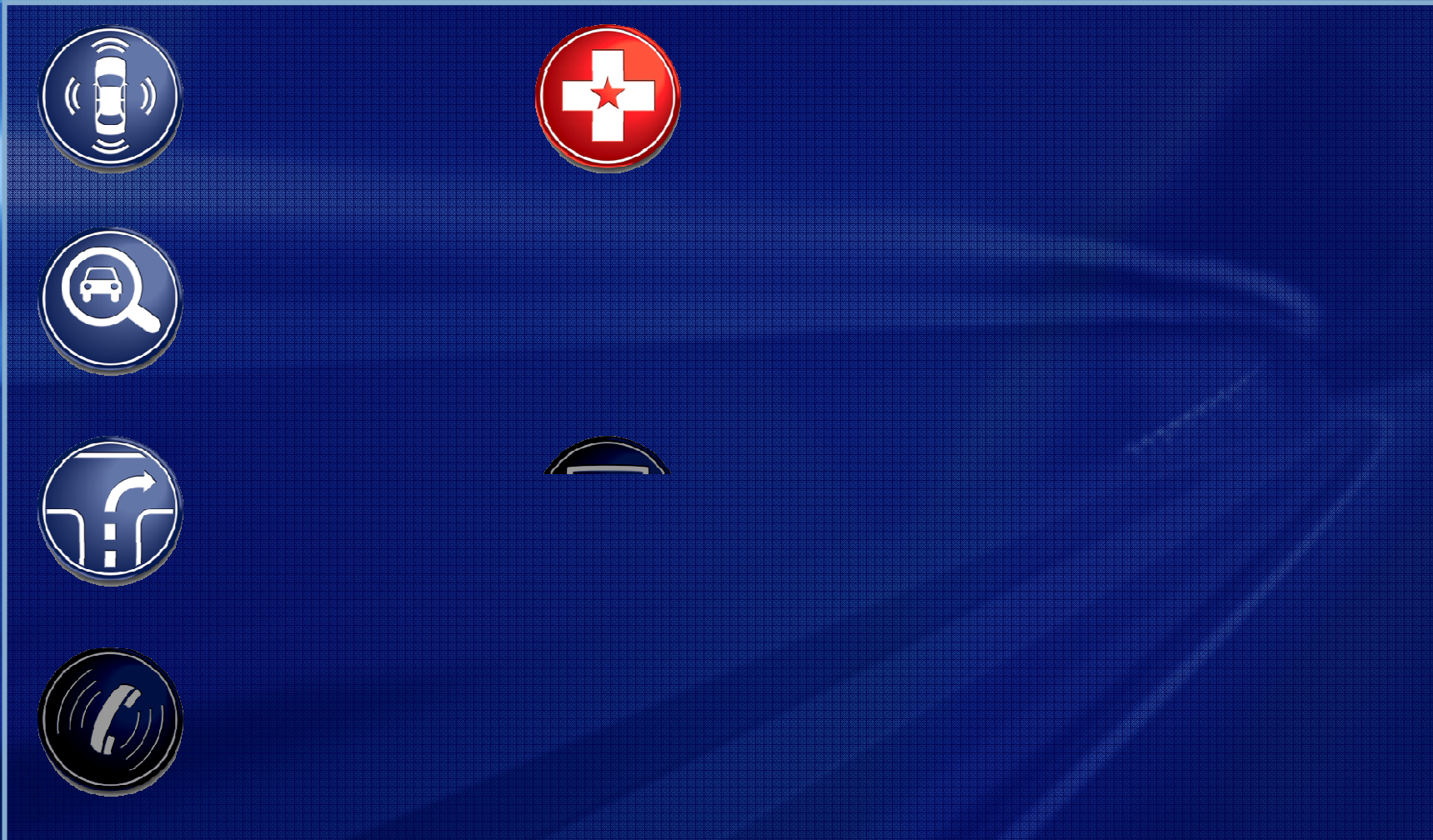
**Director, Advanced Systems Development
OnStar**

www.onstar.com

OnStar Today

- Nearly 6 million active subscribers
- Built into 95% of GM retail vehicles in the United States and Canada
- Twelve years of experience and innovation
 - Launched 8 generations of vehicle hardware
 - Over 400 patent filings, now 1 every 6 days
 - 200 million customer interactions to date
- Now touching customers every second of every day

Location-Based Service Interactions

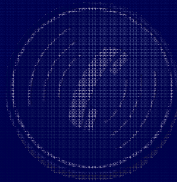


Monthly average (August – October 2008)

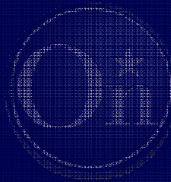
Monthly Subscriber Interactions



**Automatic Crash
Response**
2,000/Month



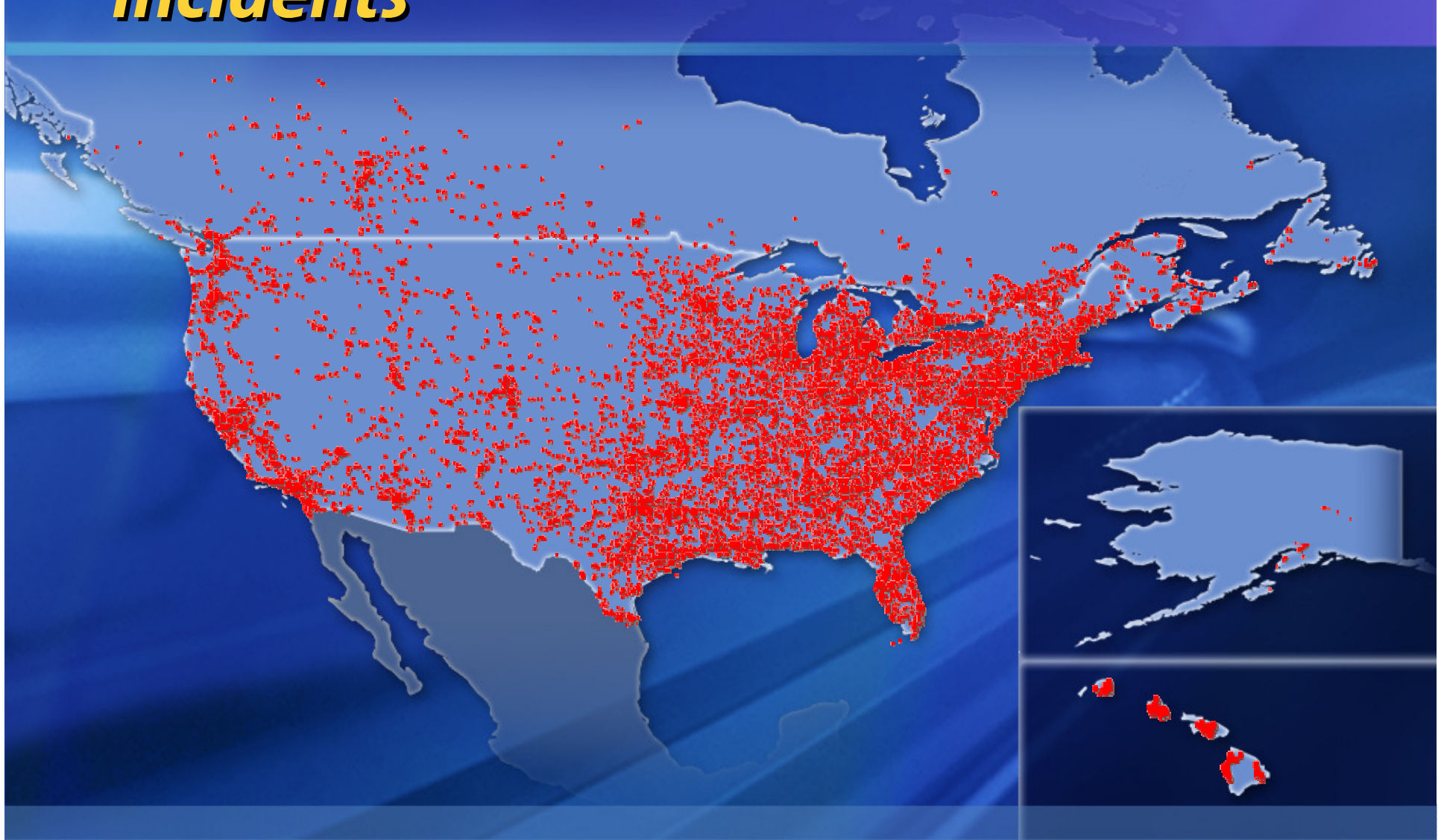
**OnStar Hands-
Free Calling**
**Over 30 Million
Minutes/Month**



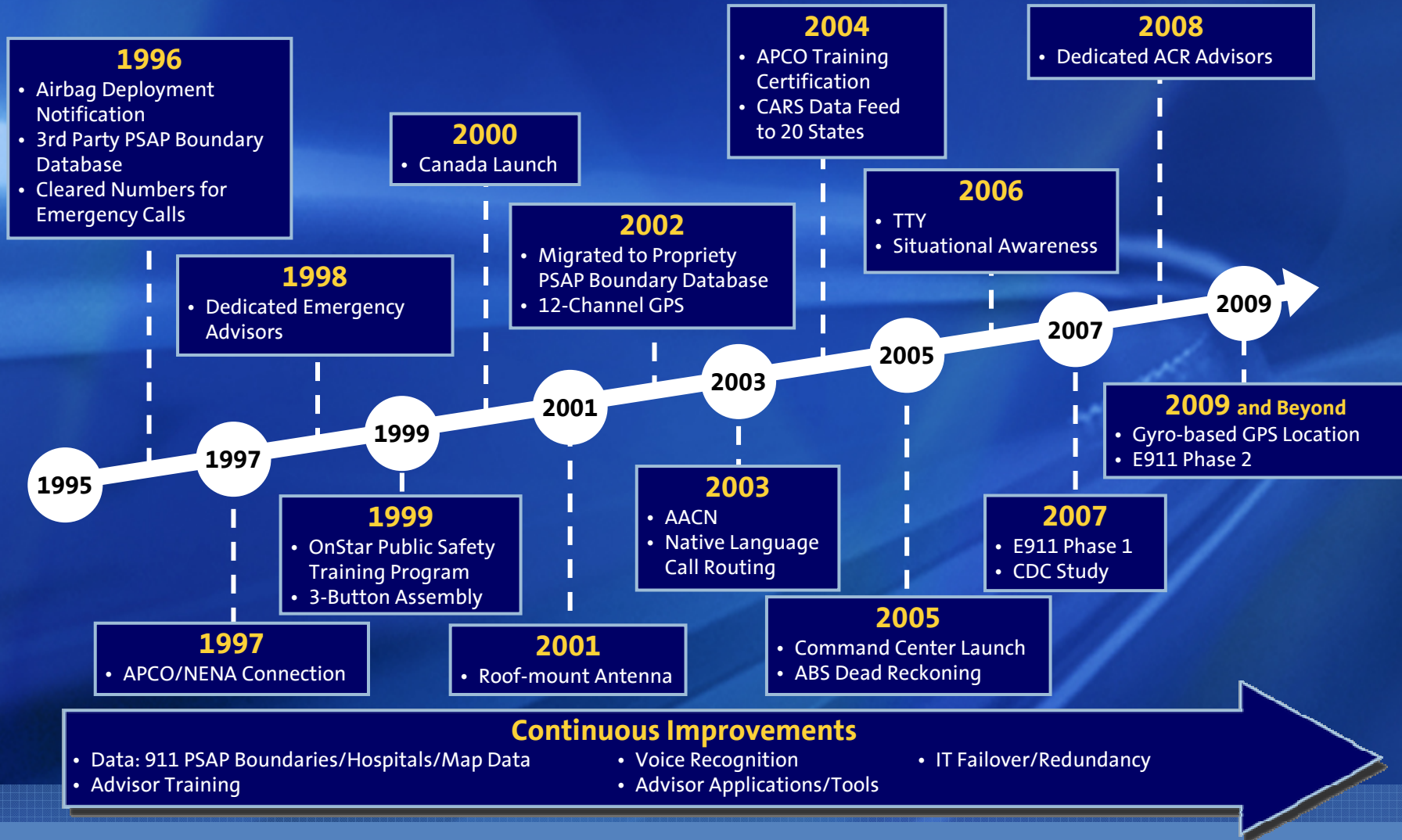
**One Very
Hardworking Button**
**Over 200 Million Cumulative
Service Interactions**

Monthly average (August – October 2008)

Automatic Crash Response 100,000 Incidents



OnStar's Automatic Crash Response Evolution



Pre-OnStar Crash Signature Technology



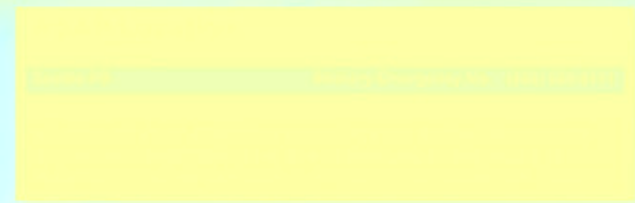
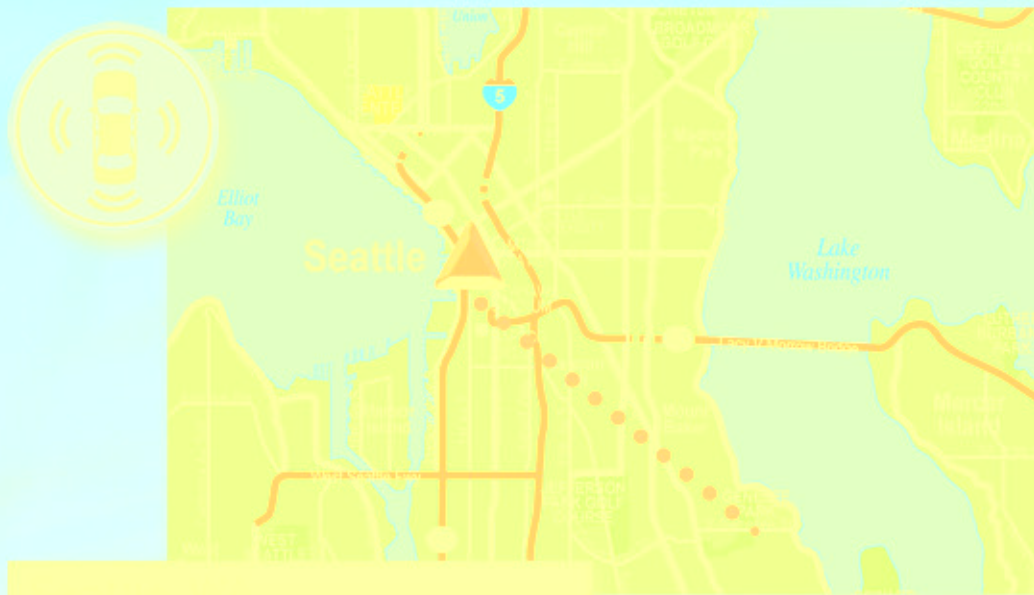
Digital Crash Signature

The world's most
advanced crash

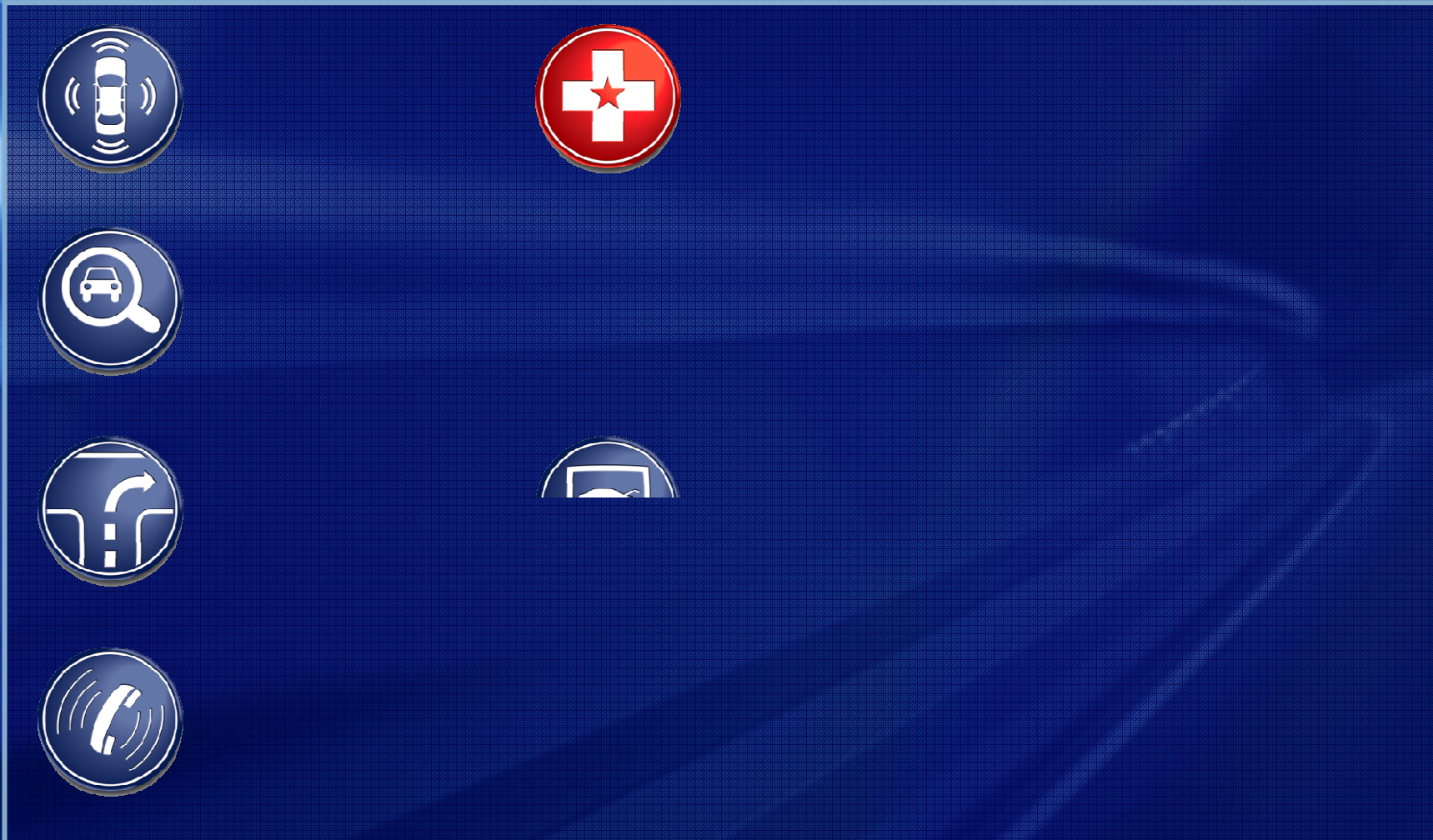
notification system

Automatic Crash Response Status

Air Bag Status	Left Side Deployed
Maximum Reported Delta V	32 mph/51 km/h from the Left Side
Direction of Impact	Left Side
Multiple Impacts	No
Rollover Status	No



Monthly Subscriber Interactions



Monthly average (August – October 2008)

Stolen Vehicle Slowdown

The Facts

Over 1 million stolen vehicles annually in the U.S.

30,000 high speed chases

25% result in injuries – many times innocent bystanders

300 people die

GM's Response

Remove the horsepower from the felon

Deployed on over 1.0 million MY 2009 vehicles

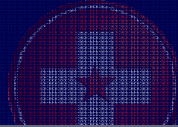


Monthly Subscriber Interactions



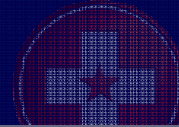
Automatic Crash
Response

1,000/Month



Emergency
Services

10,000/Month



Good
Samaritan

5,000/Month



Turn-by-Turn
Routes Delivered
1,000,000/Month

side
stance
0/Month

te
ostics
hand)
0/Month



OnStar Hands-
Free Calling
Over 30 Million
Minutes/Month



One Very
Hardworking Button
Over 200 Million Cumulative
Service Interactions

Monthly average (August – October 2008)

Turn-By-Turn Navigation



Redefines factory enabled navigation expectations:

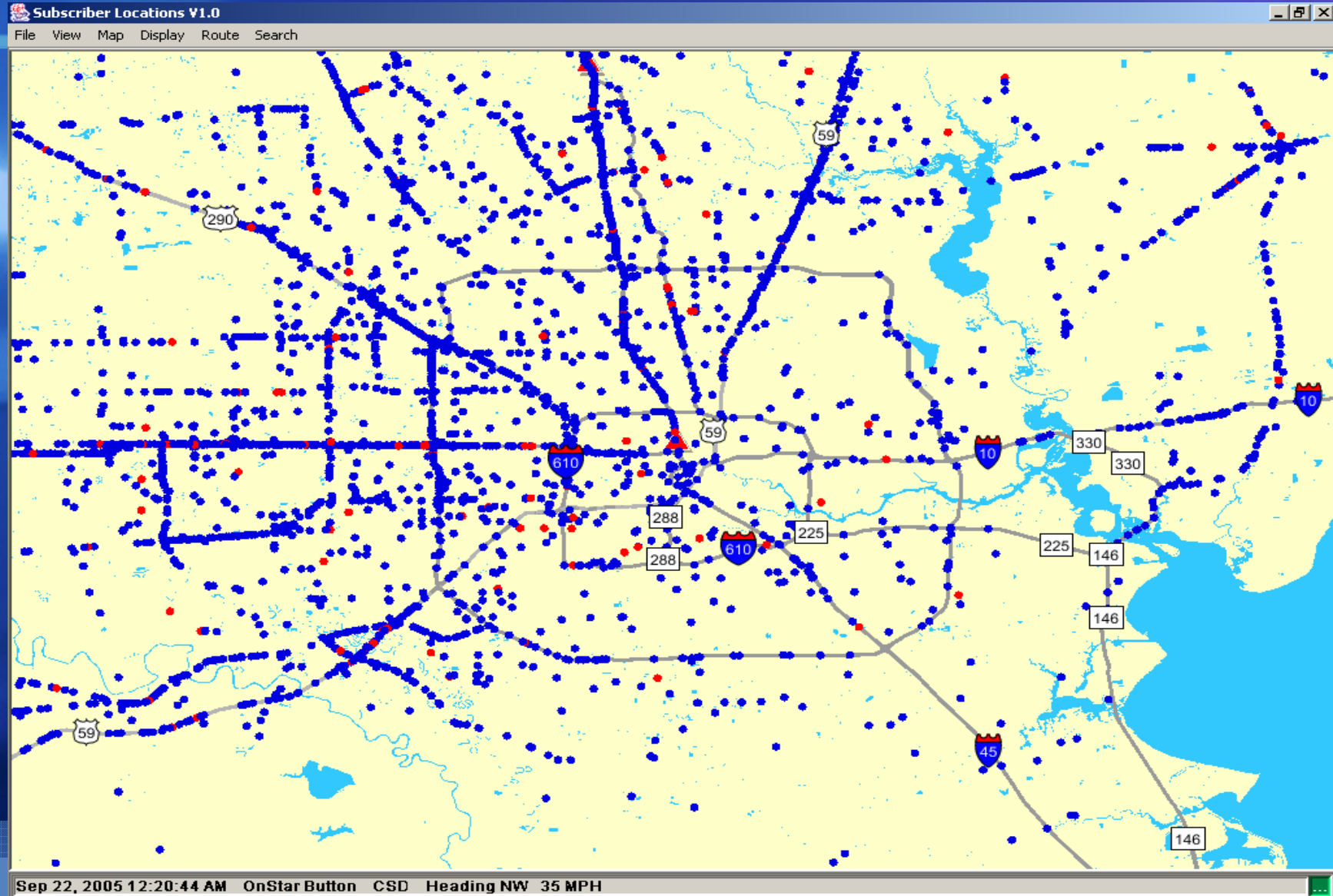
- Simplest/smartest approach
- Available across all vehicle segments

Establishes new category of “Connected Navigation”

Creates multiple value capture opportunities

- Vehicle Differentiation

Effects of Hurricane Rita Houston, Texas – Sept. 22, 2005



Current View of GM's Global Telematics Landscape



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Monthly Subscriber Interactions



Monthly average (August – October 2008)

OnStar COMMAND CENTER

OnStar

by GM

100,000

Automatic
Crash Responses



Getting Help in a Crash

- Originally conceived of as the foundation of OnStar – our reason for being



Getting Help in a Crash

- Originally conceived of as the foundation of OnStar – our reason for being
- Has set the standard for everything we do



Getting Help in a Crash

- Originally conceived of as the foundation of OnStar – our reason for being
- Has set the standard for everything we do
- There were no templates or roadmaps – only a compelling need to act



Getting Help in a Crash

- Originally conceived of as the foundation of OnStar – our reason for being
- Has set the standard for everything we do
- There were no templates or roadmaps – only a compelling need to act
- Understood that it was the beginning of a difficult but potentially life changing journey
 - Countless risks and unknowns
 - Amazing opportunity to innovate with purpose

