

Subj: LaNeve response to Media Speculation
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FYI -

I know that the recent press has caused concern. Attached is Mark LaNeve's response.

Susan Keenehan

MEDIA SPECULATION SURROUNDING GM'S VEHICLE BRANDS . . . Many of you may have read in various press reports yesterday that Bob Lutz was quoted as saying we would consider eliminating our Pontiac or Buick Divisions. This interview took place during the New York Auto Show press days. Please be assured that the reporting of this is a misrepresentation and incorrect paraphrasing of the actual comments made.

Let me be clear, we are not, I repeat NOT, discussing the elimination of any of our brands. To the contrary, we are investing more heavily than ever in new product and marketing programs to build all of our brands, drive sales and improve the value of your franchise. Bob Lutz in particular has been a huge champion for re-igniting the Pontiac and Buick brands with world-class product.

Please do not be distracted by this unfortunate report or other recent press reports. There is nothing going on in our business model that excellent sustained sales performance won't fix. That said, we are currently having a very solid month and need a strong close for the month of March and the quarter.

Your support and focus is appreciated.

Thanks,

Mark LaNeve