

About ASIANS

- Asians index higher on new car purchase vs. general market
- 60% have an income of \$50,000+: highest median average
- Highest rate of internet penetration (56.8%)
- 93% live in metropolitan areas
- 70% of Asian Americans are foreign born
- High entrepreneurship rate: 10,500 Asian companies for every 100,000 Asian adults
- \$229 billion in spending annually
- Read at least one in-language newspaper daily
- Spend the least amount of time at the dealer
- Show strong needs for respect and prestige

Asian MARKET SHARE

Region	June CYTD	June CYTD
	2002	2003
Western	6.0%	6.7%
- Los Angeles	5.8%	6.6%
- San Francisco	4.0%	4.9%
Northeast	6.7%	7.4%
- New York	6.2%	7.4%

Resources YOU CAN COUNT ON

Regional Diversity Marketing Managers

Al Strane, Southeast, 404-257-3948
 Dan Adamcheck, Northeast, 914-251-5159
 Vicki Kidd, South Central, 972-541-5146
 Brian Olson, North Central, 630-961-6026
 Neil Stirling, West, 805-373-9770

GMSPO Diversity Marketing

Manuel Rosa, 810-606-2948

GM Training

Amit Patel, 313-667-2705

Learning ABOUT ASIANS

GM Diversity Workshops for Asians

Employee Initiatives to Penetrate and Grow Diversity Markets—GIP00.A3D
 Mgmt. Initiatives to Penetrate and Grow Diversity Markets—GIP00.M3D
 Building Volume in the Asian Market—GIPAD.03H
 To register, visit gmcommontraining.com

Books to Read

Asian Americans: Experiences and Perspectives by Timothy Fong

Videos to Watch

Becoming American: The Chinese Experience. PBS

Sites to Visit

pbs.org/becomingamerican/
 We the Americans: Asian (US Census; census.gov)
Goodwrench.com

Tips FOR YOUR STORE

Service

- Have TV, play area, phones, internet access, in-language newspapers
- Pickup/drop-off service, scheduled appointments
- In-language service representatives
- Courtesy loaner cars

Hiring

- Raise awareness you're hiring in local in-language newspapers, community bulletin boards
- Job sharing/flex time

Promotion: Community

- Time sales events to Asian celebrated holidays (e.g. Lunar New Year)
- Take part in community events and festivals
- Hold seminars and clinics (e.g. safe driving, road rules, children in car)

Promotion

- Tap into local affinity groups and young professional organizations
- Cable advertising on Asian channels
- Sponsor Asian performances/concerts
- Golf events
- Day trips/Spas
- Arts and cultural events sponsorship