



Certified Service

Date: 6/13/2014

Ref. number: Service / Service Operations / G_0000194021

Subject: Ignition Switch Recall Dealer Focus Groups

To: Chicagoland Chevrolet, Buick, GMC and Cadillac Dealer Principals, General Managers, Parts Managers, Service Managers

General Motors has engaged Assistance in Marketing, a market research company in Chicago, to invite several dealer principals or general managers, as well as service managers and parts managers, to help us better understand the consumer and dealer experiences around GM's ignition switch recall.

Should you be contacted by this company, we ask that you make every effort to participate in one of the 3 focus groups in your city. Or if you are interested in participating and would prefer to contact Assistance in Marketing to attend one of the groups, please call 846-278-5280 and ask for Samantha.

A professional moderator will help guide the group through these focus group discussions. Thanks in advance for your help.

Message Attachment(s):

 [06-13-14 Copy of this message G_0000194021 - Ignition Switch Recall Dealer Focus Groups - Chicago Dealers.pdf](#) Acrobat PDF (10.42KB)

Contact name: District Manager Aftersales (DMA) or
District Manager Sales and Aftersales
Combined (DMC)

E-Mail:

Department: Parts - Customer Care & Aftersales WHQ

Phone:

Intended roles: Dealer, Dealer Principal, General Manager, Parts & Service Director, Parts Manager, Service Manager

Archives: 7/13/2014

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