Your Car as You Would Build It …
Trust Me!

Vincent P. Barabba
Center for e-Business
Annual Sponsors Conference

Marriott Kendall Square
Cambridge, Massachusetts
Miracle on 34th Street (Revisited)

Santa: The Ultimate Trusted Advisor
YOUR CAR AS YOU WOULD BUILD IT

SPARE WHEEL MOUNTING

From your standpoint which is most desirable?

- [ ] One spare at rear
- [ ] Fender "wells"
- [ ] Enclosed at rear

“Art is not a thing separate and apart; art is only the best way of doing things.”
— Elbert Hubbard

Do you favor the tendency towards STREAMLINED?

- [ ] Yes
- [ ] No
- [ ] Don’t Care

Of all the cars on the market, and without regard to price, which would you say is the best looking?
The idea

GM

Auto Choice Advisor

Customer

Trust
The idea

GM

AutoChoice Advisor

Consumer Knowledge

Personal Communication

Customer

Trust

GM

AutoChoice Advisor

Personal Communication

Consumer Knowledge

Trust
Welcome to Auto Choice Advisor!

Discover which vehicles are right for you from over 250 different makes and models

Your unbiased list of vehicles is based on your preferences and years of consumer input

We provide this service to help consumers and gain insight on how we can improve our own products

To begin click one of the six "Topic" buttons, the "Vehicles Like This" button or click "START!"

START!
### How I'll Use It

I plan on using my new vehicle for:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Seldom / Never</th>
<th>Occasionally</th>
<th>Frequently</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commuting to and from work or school</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Car pooling or transporting children</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Running household errands / shopping</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Carrying cargo such as bikes, skis, etc.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hauling large / heavy items</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Towing a trailer</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driving vacations / long trips</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The dea

GM

AutoChoice Advisor

Consumer Knowledge

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GM

AutoChoice Advisor
The MIT “Truck Town” Project

Bed size

Bed length (feet): 7
Bed width (feet): 6
Bed height (feet): 2

Price: $3246
Acceleration: 10s from 0 to 60mph
Cab size: 3 x 6 x 2 (LxWxH in feet)
Bed size: 7 x 6 x 2 (LxWxH in feet)
Fuel Econ: 26.73 mpg
Metamarkets and Metamediaries

From Mohan Sawhney
Kellogg Graduate School of Management
Northwestern University
“For years, businessmen have used the expression ‘The customer is always right,’ but it never occurred to anyone to try to find out what it was the customer was right about.”

– Buck Weaver
At the Beginning of the 21st Century

An Informed Customer Is Always Right

Informing the customer requires an open dialogue that surfaces the articulated and unarticulated needs and desires of the customer ... and, in return, advises the customer of the extent to which you are capable of meeting or exceeding their requirements.

– General Motors
“It is the purpose of Advertising and Salesmanship – or perhaps it would be more accurate to say that it SHOULD be the purpose of Advertising and Salesmanship – to stimulate business and broaden good-will by bringing to the buyer information that will aid him in spending his money wisely.”
“Advertising, of course, attempts to furnish that information about the advertiser’s product which will induce the consumer to buy the product. Two things work to prevent this from operating, however:

1. Other producers (advertisers) are deluging the consumer with counter-claims, creating some doubt, and destroying much of the impact of the first message.

2. The consumer may have learned to take advertising messages with more than a grain of salt, being accustomed to the rather large amount of distortion and ‘puffing’ which is conceded to be the normal state in advertising.

Throughout all this, the consumer remains in an essentially ambiguous situation which produces some anxiety and tension, especially if the product concerned is an expensive durable.

It is only natural that the consumer seeks something ‘concrete,’ something or somebody he can trust in helping him make his purchasing decision.”

– Robert A. Lutz, 1962
### Combined Value

**Offline Attributes**
- Advertising
- All Consumers
- Incentives
- Vehicle Shopper

**Online Attributes**
- Vehicle Shopper
- Auto Choice Advisor
- Recommend 10 Best Vehicles
- See Best GM Vehicle

#### Table of Benefits

<table>
<thead>
<tr>
<th>Months / Years</th>
<th>Timing</th>
<th>10 Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides Information at All Times</td>
<td>Timeliness</td>
<td>Leverages Alliances and Partners</td>
</tr>
<tr>
<td>All Consumers Observing Messages</td>
<td>Participants</td>
<td>Provides Service During Actual Shopping Process</td>
</tr>
<tr>
<td>Increases Brand Strength Primarily Through Emotion-Based Messages. Incentives Provide a Call to Action Based on Price</td>
<td>Effectiveness</td>
<td>Exposes Breadth of Portfolio and Instantly Recognizes Product Changes and Improvements Directly Impacting Customer Decision Process</td>
</tr>
</tbody>
</table>
Rear Contours

Motor Enthusiasts
Regular Motorists

- 23.8%
- 31.3%
- 32.1%
- 39.9%
Rear Contours

REAR CONTOURS
What is your preference?

Consider APPEARANCE ONLY—assume luggage space to be the same in each case.
What the Customer Wants

The Proving Ground of Public Opinion
What the Customer Wants

What are they worth to You?
STREAMLINING FROM THE CONSUMER VIEWPOINT

(This same subject was dealt with in a report issued June 28, 1932, additional copies of which may be obtained on request).

Please understand that the following memorandum deals with public attitudes and with the scientific aspects of streamlining.

Stated in an earlier report, it is not the purpose of Consumer Research to report new and original ideas on styling but to afford some indication as to

THE BOUNDARY LINES OF PUBLIC ACCEPTANCE

It is recalled that during the past year such products as Graham, Packard, and Auburn have been accorded a high position by motorists answering questions on appearance.

The probability of straight rakish lines, low hung construction and a tendency to aerodynamic design are being mentioned more and more frequently by film and file of owners and it would appear that the BOUNDARY LINE OF PUBLIC acceptance in this direction is in advance of the industry's offerings to date.

Owners have pointed out that the general acceptance of real streamlining must come much sooner than one would anticipate because of the interest in the part of the younger generation. They refer not to aviation but to toy aeroplanes and models.
Combined Value

Offline Attributes

Sample of Consumers

Find New Vehicle Consumers in the General Population

Online Attributes

Vehicle Shopper

New Vehicle Consumers Naturally Go to Sites

Conduct Research

Clinics

Gather Information While Consumer is Shopping

Market Dynamics Model (MDM)

Incentivized but Controlled Sample, Simulated Shopping Process

Product Development / Research

Participants

Self Selected, Provides Service During Actual Shopping Process

Product Teams / Decision Makers

Scheduled Updates

Timeliness

Continuous, Real-time

Online Analytics

More Detail

Markets

Currently – 40K Respondents / Month

Top Attribute Details

Months

Timing

Days / Weeks

$ Millions

Cost

$ 0 Incremental

Incentivized but Controlled Sample, Simulated Shopping Process

Participants

Scheduled Updates

Timeliness

Smaller Sample Sizes

Market Representation

More Detail
Access To Consumer Information
Consumer Consideration
Sales
Immediate Feedback

Gain

Lose
A Few Sales
**Trusted Advisor Platform**

- **Trusted Advisor Decision Engine** *
- **Auto Choice Advisor** *
- **GM Vehicle Advisor** *
- **Brand Advisor (Trim Level)**
- **Enhancements:**
  - Auto Design Studio
  - Styling Questions
  - Feedback on Vehicles
- **Global BuyPower Comparator / Selector**
- **Extended Advisors**
  - Fleet
  - Used
  - Insurance
  - etc.

* Deployed
Connecting with Customers