

# THE LONGEST ROAD IN THE WORLD IS THE ROAD TO REDEMPTION.

THIRTY YEARS AGO, GM QUALITY WAS THE BEST  
IN THE WORLD. TWENTY YEARS AGO, IT WASN'T.  
THE STORY OF OUR LONG JOURNEY BACK.

GM presents an overnight success story, a decade in the making.

Ten years ago, we had a choice. We could keep looking in the rearview mirror, or out at the road ahead.

It was the easiest decision we ever made.

The hard part meant breaking out of our own bureaucratic gridlock. Learning some humbling lessons from our competitors. And instilling a true culture of quality in every division, in every department, in every corner of the company.

Today, with quality at the core of our values, we're building the best cars and trucks in our history. GM is now challenging the automotive world in fuel efficiency, advanced emissions controls, styling and design, and manufacturing productivity.

It didn't start yesterday. And it doesn't happen overnight. But last year we launched over twenty new models on the way to posting our second straight year of market share gains. And a whole lot of you rediscovered that an American car can be a great car.

The road to redemption has no finish line. But it does have a corner.

And it's fair to say we've turned it.

## HOW SIX CYLINDERS DELIVER THE POWER OF A V8

The 4.2-liter GM Vortec 4200 and punch with 4 valves per inline 6, found in every 2003 cylinder, dual overhead mid-size SUV, delivers the cams and variable valve horsepower of a V8 with timing - features rarely found in competitive V8s. And with a 10:1 compression ratio, its cylinders fire with the efficiency of a racecar.



**The road back began at dawn.**  
GM's culture of quality started with a literal wake-up call. In a series of mandatory six a.m. meetings, the gospel was spread throughout the company. Ten very painful but very productive years later, GM is now delivering:

- Industry leading emissions controls, using the least amount of precious metals.
- More return customers than any other car manufacturer in the world:
- The top two automotive assembly plants in North/South America in the J.D. Power and Associates Initial Quality Study<sup>SM</sup>
- 149 automotive awards in 2002.



Coming this summer: The rule-breaking, game-changing Chevy SSR\*



Coming this summer: Elegance and muscle co-mingle in the exhilarating Cadillac XLR\*



Coming this fall: The legendary Pontiac GTO roars back with a 5.7-liter V8\*

The latest news, reviews and a glimpse of the road ahead. See it all at [www.gm.com/story](http://www.gm.com/story).



CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC GMC SATURN HUMMER SAAB

\*According to R.L. Polk & Co., statistics for Overall Manufacturer Loyalty in 2002 model year. GM ranked highest by having the greatest percentage of households return to purchase or lease another GM vehicle. The General Motors Corporation Division #1, Ontario plant was ranked highest and the Lansing, Grand River, MI plant was ranked second highest in North/South America among plants producing vehicles for the U.S. market in J.D. Power and Associates 2003 Initial Quality Study. \*\*Study based on a total of 52,158 U.S. consumer responses indicating owner-reported problems during the first 90 days of ownership. [www.jdpower.com](http://www.jdpower.com). \*Limited availability. See dealer for details.