



January Sales Report

U.S. dealers for GM's brands – Chevrolet, Buick, GMC and Cadillac – reported retail sales of 102,420, up 3 percent compared to January 2009, and 145,098 total sales (up 30 percent). These results were driven by the continued strong growth of new GM crossovers and passenger cars.

"This is the fourth month in a row that Chevrolet, Buick, GMC and Cadillac have shown a collective year-over-year retail sales increase," said Susan Docherty, GM vice president, Sales, Service and Marketing. "Our long-term plan to continue to focus and strengthen our brands is delivering results, and our launch vehicles such as the Chevrolet Equinox and Camaro, Buick LaCrosse, GMC Terrain, and Cadillac SRX continue to attract new customers to our brands."

Fast Facts:

- Chevrolet Equinox retail sales increased 67 percent; estimated retail share of the compact crossover segment is up 5 points (Jan. 2009 vs. Jan. 2010)
- GMC Terrain retail sales were up 162 percent (compared to the vehicle it replaces, Pontiac Torrent); estimated retail share of the compact crossover segment is up more than 3 points (Jan. 2009 vs. Jan. 2010)
- Cadillac SRX retail sales were up 218 percent vs. last year, the fifth consecutive month it has gained more than 100 percent year-over-year; SRX gained approximately 15 points of retail share in the Mid-lux SUV crossover segment (Jan. 2009 vs. Jan. 2010)
- GM sells more crossovers than any other automaker, representing approximately 20 percent of industry crossovers sold
- Buick LaCrosse retail sales were up 142 percent, the fourth consecutive month it has gained more than 100 percent year-over-year; LaCrosse gained an estimated 12 points of retail segment share, making it number one in its segment (Jan. 2009 vs. Jan. 2010)
- Chevrolet dealers sold 5,371 Camaros – the eighth straight month it has outsold Mustang

U.S. Economy

Leading economic indicators point to a continuing recovery in 2010, although risks remain

Job losses continue to decline, but initial claims of unemployment remain high, indicating continuing reduction in the labor force. Unemployment is likely to stay near 10 percent.

Consumer confidence stabilized at the December level. Consumer vehicle buying attitude is improving, but consumers don't anticipate a strong recovery in jobs and income.

U. S. Auto Industry

The U.S. January 2010 SAAR is estimated to be approxi-

mately 11.0 to 11.3 million (total industry estimate) – largely on par with Q4 2009 sales. Based on the strengthening U.S. economy, we are increasing our 2010 CY sales outlook to 11.5 to 12.0 million (total vehicle).

Did You Know GM Customer Service is on Twitter?

GM's Customer and Relationship Services team recently launched a new project for social media. There are six agents who search Twitter and the GM, Chevy, Buick, GMC and Cadillac Facebook accounts for customer complaints and questions. It's a great way to help our customers online and people are already "geeked" about it! You can follow us on Twitter @GMCustomerSvc and tell others about this service. To learn about one of the people responsible for this new program, meet Sheri here: <http://www.facesofgm.com/?p=702>

As a testimony to GM's customer service program and the power of social media, blogger Bruce McClain states on Fusework Studios, "Last night I experienced the power of social media first hand, and it came from a very unlikely source, General Motors. Yes, that's right. The company that just months ago was working through a bankruptcy is now using social media to improve their customer service."

When Bruce's service stabiltrak light came on in his Trailblazer, he decided to head to Twitter. He posted a simple message asking if others had ever had this problem and used a # tag when mentioning Chevy, hoping to get multiple opinions. Within 5 minutes of his tweet, he received a direct message from @GMCustomerSvc asking for more information.

"This whole episode really illustrates the power of Twitter and the way social media can be used to improve your customer service," concludes Bruce.

Limited Time Goodwrench Service Offer!



If you happen to be in the market for service on your Chevy, Cadillac, Buick, Pontiac or GMC vehicle, you are invited to take advantage of a limited time Car Care coupon (\$20 toward the purchase of \$100 or more of customer-paid service) that can be redeemed now through February 28, 2010 at your local participating dealer. For all of your vehicle care, big or small, consider visiting the Goodwrench experts at your local dealer. For more details and to print the coupon, go to this link <http://www.goodwrench.com/dealersearch/mapoverlay.jsp>

Take Two

By Martin Zink, Business Team manager TTO Six-Speed

We have all received and/or given safety talks or messages on “TAKE TWO.” When we are returning to work from a long weekend or an extended shutdown, this is to re-familiarize ourselves with the hazards of the workplace and to get our focus on making decisions with safety being the overriding policy. “TAKE TWO” is also important prior to performing non-traditional work assignments to identify and evaluate all potential hazards and take appropriate measures. I would like to suggest another situation when it would be appropriate to “TAKE TWO;” that would be when we are angry or upset. Under these conditions, people usually do not take the time to evaluate all of the repercussions of decisions they are making. When those decisions involve safety, the consequences could be devastating. The following story I hope will illustrate this.

One day, a project manager who was in charge of the installation of a machining system in a factory was having a bad day. By that I mean that every thing that could go wrong was going wrong. As the day progressed, things got worse. To say the least, he was angry; so he decided to tour the plant floor to monitor the progress of the installation. During the tour, he noticed a safety issue. A worker who was unpacking the equipment left a piece of wood on the floor with a lag screw protruding upward. This infuriated the manager, so to correct this safety hazard, he instantly decided to bend the lag screw down by stepping on it. When he stepped on the lag screw, it did not bend as he thought it would. It pierced the sole of his shoe and proceeded through his foot.

If the manager would have used “TAKE TWO,” he would have realized the dangers of attempting to correct the safety issue in that manner and opted instead to use the correct tools to remove the lag screw. Using “TAKE TWO” would have saved this manager a lot of pain and embarrassment.

So remember when making decisions, especially involving safety while angry or upset, “TAKE TWO.” The vast majority of time you will make a better decision.

“...remember when making decisions, especially involving safety while angry or upset to TAKE TWO.”



Notice: Salaried Life Insurance Enrollment

Enrollment runs through Feb. 19 for the May 1 transition of Basic Life, Optional Life and Dependent Life Insurance from MetLife Term Life Insurance to MetLife Group Variable Universal Life (GVUL) Insurance. To ensure the timely transition of your life insurance coverage to GVUL:

All salaried active employees must enroll between Feb. 8 - 19, even if you do not want to change any of your current life insurance coverage levels.

Go to Driving My Benefits to review the GVUL information and review the Web Enrollment Instructions. Link directly to the MetLife enrollment site from Driving My Benefits: <http://drivingmybenefits.gm.com/na/us/driving-mybenefits/en/>

When enrolling, your current life insurance coverage elections will display and you can confirm your current coverage amounts or change them.

If you need additional assistance, you may contact MetLife directly at 800-846-0124, Monday-Friday, 9 a.m.- 6 p.m. ET.

www.uawlocal14.org

Haiti Relief Collection

ADDITIONAL DROP-OFF LOCATIONS AVAILABLE

GM Powertrain Toledo Employees can support the Haiti Relief Effort at work

GM and UAW Local 14 are partnering with the Red Cross to collect bottled water, canned goods and monetary donations.

Please bring your donation to the UAW Local 14 Hall on Jackman Road - 7:30 a.m. to 4:30 p.m. and drop it off at the counter.

And, now, employees may drop off their donation at the following locations inside the plant:

- RWD6~East Gate
- GF6 ~ West Gate
- Main Entrance ~ Lobby

At this time, we are unable to accept: clothing and perishable items. Please limit your donation to bottled water, canned goods and monetary donations.

Volt Production on Track to Start Late 2010

GM's plan is start production of the Volt in late 2010. Recent media reports have speculated about a more specific date than "late 2010," but the Volt team is remaining quiet on the subject.

Chris Woodyard of USA Today writes: "... GM remains on the timeline that many have doubted it could achieve, putting its wonder car on sale by the end of the year."

Electric Gear-Heads Love Volt

GM invited members of the Vancouver Electric Vehicle Association to drive the two Chevrolet Volts visiting the city for the 2010 Winter Olympics.

Forty of the Association's members learned more about the car, and allowed GM to get feedback from enthusiasts with years of electric car driving experience.

Their ratings: Safety – five stars; styling and design – four stars; efficiency outlook -- four stars; electric drive components -- four stars; recharging systems and times -- four stars; mobile interface -- five stars. Overall, the group gave the Volt a rating of four stars.

"GM has made a huge leap into the 21st Century by pursuing the Volt," according to the review.

Ford Keeps Evolving the GT500 to Stay Ahead of Chevy

Ford unveiled the latest version of its Shelby GT500 Mustang today, including a new SVT tuning package and a more powerful engine.

The 2011 model still will be powered by Ford's 5.4-liter V-8, but it will get another 10 horses for a total of 550 horsepower, according to documents obtained by The Detroit News and people familiar with the new vehicle. It also will now feature a weight-saving aluminum engine block that should provide better handling and fuel economy.

"With more horsepower and less weight in the front, you're going to be able to tell the difference," said Jim Hall of 2953 Analytics LLP in Birmingham. "It will be faster and more agile."

The latest Shelby also will get Ford's electronic power-assist steering system, high-intensity headlamps and a few other minor improvements.

"Ford needs to keep evolving the GT500," Hall said. "Ford needs to do it to stay ahead of Chevy, because Chevy is looking at a high-performance version of the Camaro."

Other new options for 2011 include a glass roof for the GT500 coupe and two new colors: Race Red and Ingot Silver Metallic. Source – Detroit News – February 5, 2010

All in-plant emergencies dial....

131*128*3856

...on your NEXTEL phone only

Employee Video Ad Contest Winner

If you haven't seen the winning video, "Play Nice", from the "May the Best Employee Video Ad Win" contest, it is located at the link below. The top winner is the shark-themed ad inspired by the Chevy Camaro. The judges felt it best exemplifies the nature of one of GM's products and is the type of video that would do well virally on YouTube.

To view the video at work go to this link: http://communicator.gm.com/v5/sites/features/2009/best_video/videos/video/PlayNice.wmv or **check it out on the Local 14 website at www.uawlocal14.org.**

To share the video with friends and family: <http://www.youtube.com/watch?v=tbgMqEE7wzQ>

You can view all 47 contest videos at the following site from Socrates Previous Features: http://communicator.gm.com/v5/sites/features/2009/best_video/videos/

LaCrosse and Camaro Make Auto A Fondo Top Ten Cars

The Hispanic car magazine, Auto A Fondo, selected its top ten cars for 2010. Making the list were the Buick LaCrosse, in the luxury category, and the Chevrolet Camaro, in the American muscle car category.

The magazine's editor, Ricardo Rodriguez-Long, writes: "The Buick Lacrosse is a tremendous step in the right direction for GM from exterior styling to interior luxury. This car delivers in a way that surprised everyone in the luxury market. It gives Lexus and Mercedes a run for their money."

And, regarding the Camaro: "The much anticipated return of the Camaro is great for the muscle car market. Everyone liked the look and sound. The design is just with the right amount of retro style to make every Chevy fan grin (and the Ford and Dodge crew squint their eyes). Let the V8s roar."

Chevrolet at the Chicago Auto Show

Chevrolet today introduced the 2011 Silverado HD truck lineup, with an all-new chassis that helps deliver segment-best towing and payload capability, as well as an available new Duramax 6.6L diesel engine and Allison 1000 transmission combination expected to achieve best-in-class fuel economy. The 2011 Chevrolet Silverado HD trucks go on sale this summer.



"We reached out to our customers during the development of the 2011 Silverado HD and considered their input to produce a truck that offers class-leading strength and capability with more power, quicker acceleration and lower emissions," said Jim Campbell, Chevrolet general manager.

Attention Local 14 Tuesday Afternoon Golfers

The League fees will stay the same this year as last.
\$320 plus \$5 for eagle fund if interested.

The payment schedule is

\$160 on Friday, Feb. 26, 2010

\$160 on Friday, March 26, 2010

In plant you can pay Dan Lewis, or

Dave Bury at Avon's on the due dates.

Also we still have room for more golfers if interested,
see Dan Lewis, GF6 quality or call 419-944-5509

37th Annual UAW Local 14 Bowling Tournament

Registration forms and rules are in the Union Work Center
Jug's Bowling Center - March 5, 6, 7, 12, 13 and 14

\$20 per event

Open to all unit members of UAW Local 14

Registration deadline - Friday, Feb. 26, 2010

UAW Local 14 Joint Board Meeting Cancelled

The regularly scheduled joint Board Meeting for
8 p.m. on Thursday, Feb. 11, 2010,
has been cancelled. Thank you.

Let Us Know Poll

A new feature on Socrates, Let Us Know, located at the
bottom of the home page features a question this week
that came from an employee. Employees are encouraged
to take the Product and People Poll and let us know.

From the Chaplaincy Committee

*"Be thankful for what you have; you'll end up having
more. If you concentrate on what you don't have, you will
never, ever have enough."*

Oprah Winfrey

How to contact us...

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Deadline for POWERLine is 3:00 p.m. Tuesday.

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Black History Month Presented by the GM African Ancestry Network (GMAAN)

February marks the beginning of Black History Month -
an annual celebration that has existed since 1926. But what
are the origins of Black History Month? Much of the credit
can go to Harvard Scholar Dr. Carter G. Woodson, who was
determined to bring Black History into the mainstream
public arena. Woodson devoted his life to making "the
world see the 'Negro' as a participant rather than as a lay
figure in history."

In 1926 Woodson organized the first annual Negro
History Week, which took place during the second week
of February. Woodson chose this date to coincide with the
birthdays of Frederick Douglass and Abraham Lincoln - two
men who had greatly impacted the black population.

Over time, Negro History Week evolved into the Black
History Month that we know today - a four-week-long
celebration of African American History.

Some Important Moments in History

Juneteenth is the oldest nationally celebrated
commemoration of the ending of slavery in the United
States. From its Galveston, Texas origin in 1865,
the observance of June 19, as the African American
Emancipation Day has spread across the United States
and beyond. Today Juneteenth commemorates African
American freedom and emphasizes education and
achievement.

1900 - Booker T. Washington organizes the National Negro
Business League.

1905 - W.E.B. DuBois and others meet in Niagara Falls, NY,
to discuss actions on behalf of blacks. This and subsequent
meetings lead to the creation of the National Association
for the Advancement of Colored People (NAACP).

1936 - NAACP sues to make pay for black and white
teachers equal.

1957 - Civil Rights Act, permitting the federal government
to sue on behalf of citizens and creating the U.S.
Commission on Civil Rights, is signed by President Dwight D.
Eisenhower.

1960 - President Eisenhower signs the Civil Rights Act

1964 - Martin Luther King Jr. receives the Nobel Peace Prize.

1965 - King leads 200 marchers from Selma to
Montgomery, AL to protest racial discrimination.

1965 - Congress passes the Voting Rights Act of 1965,
eliminating illegal deterrents to African-American voters.

Assembly Update: From our last week ending Feb. 7, 2010

Total Build Schedule:	9,330
Total Actual Build:	9,504
Production Conformance:	92.8%
Next Week's Daily Build:	1,866

*Schedules are subject to change. These figures are based on
the best information we have at this time.*