

Published based on [GM India Launches Confidence Building Campaign](#)

GM India Launches Confidence Building Campaign



Karl Slym
President and Managing Director
General Motors India (Pvt.) Ltd.

**THERE FOR YOU
THERE FOR INDIA**

- ✓ Investment of over \$1Billion till date in India
- ✓ Scheduled launch of CRUZE & a MINI car in 2009
- ✓ 250 sales and service outlets planned by 2009 end
- ✓ Manufacturing plants in Halol & Talegaon
- ✓ Chevrolet Promise – Cashless Ownership Offer
- ✓ Award Winning Products

We are committed to being a company that you can depend on. With state-of-the-art factories, an expanding retail network and industry-first consumer initiatives, Chevrolet has established itself in India as a reliable automaker with a strong base. Today, we have the capacity to back our award-winning range of cars with quality sales and service experience. At Chevrolet, we are driven by the desire to care for you.

With the North American operations of car major General Motors (GM) filing for bankruptcy, its Indian subsidiary has been busy sending out messages that all is well. The company has posted some of its key representatives across 35 cities to handle fear or apprehension that the customers may have on the future of GM's operations here in India. To address concerns related to spare parts, investments, new launches and service networks in the country, the company is launching a new marketing campaign called "there for you, there for India". You can checkout more [here](#).

"We are not cutting back on investments, or stopping production of any model," said Ankush Arora, GM India V-P, marketing and sales. In fact the US auto maker is going ahead with its new launches in the country. In a few days, it will launch the LPG variant of the Spark followed by the Chevrolet Cruze in September and the mini car early next year.

Till date, GM India has invested over Rs 5,000 crore across its facilities in Halol, Talegaon and Gurgaon. With the slowdown in vehicle sales, GM India was on a single shift operation in Talegaon. It expects to go back to the double shift as and when demand picks up. The company has started helping dealers stock up spare parts and has dedicated a complete stockyard of spare parts at its Talegaon unit. Spare parts are currently being imported from Thailand, Korea, Japan and Europe. GM's India operations are independent of North America.

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