

CASE STUDY

GENERAL MOTORS CORPORATION

GM DriveTime

GM DriveTime gives GM's North American employees a look inside the world of General Motors five days a week.

Detroit-based General Motors is one of the world's largest employers with a global workforce of over 300,000 people. To keep North American employees updated on what is happening within GM and throughout the auto industry, **GM DriveTime** was launched in 2002 in partnership with MCCI. **GM DriveTime** is a five-minute award-winning TV newscast distributed every day to GM facilities in the US, Canada and Mexico.

Every business day in which GM North America operates (approximately 239 days annually), MCCI provides turnkey production services to GM including content development, writing, producing, field videography, editing, graphics and program finishing.

Since launch, **GM DriveTime** has proven to be the most effective way for GM to provide timely information to employees on products, HR, competition, quality and other key issues. [Take a look at a sample of GM DriveTime by clicking here.](#) GM has also used the program and support personnel/equipment to produce Quarterly earnings specials for North American; Latin America, Africa and the Middle East, as well as Asia Pacific.

GM DriveTime is distributed via satellite and the Internet (via [Feedroom](#) and [Kontiki](#)).

GM DRIVETIME AWARDS

Year	Program	Award
2005	General Motors: <u><i>DriveTime Program</i></u>	Crystal Award of Excellence (corporate news magazine)
2005	General Motors: <u><i>DriveTime Program--Road to Quality Leadership program</i></u>	Award of Distinction (employee communications)
2005	General Motors: <u><i>DriveTime Program</i></u>	Dalton Pen Communications Award-Merit (Employee Communications - Informational or Instructional)
2005	General Motors: <u><i>DriveTime Program--Road to Quality Leadership program</i></u>	Dalton Pen Communications Award-Honor (Employee Communications - Informational or Instructional)

Year	Program	Award
2005	General Motors: <u>DriveTime Program</u>	Dalton Pen Multimedia-Video/CD ROM/DVD-Honor (Employee Communications - Informational or Instructional)