

Automotive Answers



Matching Individuals To Appropriate Vehicles

The screenshot shows a web browser window titled "GM Mobility Advisor: Introduction - Microsoft Internet Explorer". The address bar shows "http://www.gmmobilityadvisor.com/". The page content includes the GM logo, the heading "MOBILITY Advisor", and a welcome message: "Welcome to the GM Mobility Advisor". Below this, it says "Get personalized information from our mobility team on the GM vehicles that may best meet your transportation needs." and provides a "Start Mobility Advisor" link. A list of bullet points describes the tool's features: learning about GM fleet flexibility, mobility equipment from independent suppliers, experimenting with requirements, and discovering vehicles from over 300 GM models. Two sidebars on the right offer "Vehicle Information" and "Returning Users" sections. The footer contains copyright information for 2003 General Motors Corporation and logos for iCan, AIC, and xfi.

People can now use the Internet to find vehicles that best meet personal mobility needs.

(NAPSA)—A new Web-based tool is helping seniors, people with disabilities and caregivers to more easily identify vehicles that can best handle specific mobility needs. Through a series of questions, the tool lets customers choose which vehicles are most appropriate for them.

By guiding customers through an Internet-based process to help them make more informed purchase decisions, the GM Mobility Advisor furthers the company's commitment to customers with mobility needs. This online application helps customers select vehicles by asking them a series of questions about their accessibility needs. Based on their responses, they are apprised of potential GM vehicle solutions.

"Quality information that addresses specific needs, placed in the hands of the consumer, will allow them to make good decisions to keep them more independent, mobile and active," said Mark Hogan, group vice president, Advanced Vehicle Development.

"The information provided will enable the customer to select a

vehicle that better meets their needs and provides a valuable service for seniors, people with disabilities and caregivers," said Jim Kornas, director of mobility product development.

Kornas sees the GM Mobility Advisor as being particularly helpful to the emerging senior population, which is Internet-savvy, and is expected to be more than one-third of the U.S. population by 2020. There are also two million Americans who already use a wheelchair or scooter, a number expected to rise as the population ages.

"We really think the Mobility Advisor will enhance how our dealers can interact with seniors and people with disabilities," said Kornas. "Imagine how someone who has a disability or is a primary caregiver will feel when they can come into the dealership and have the dealer walk them through the best available options."

The GM Mobility Advisor was developed in a combined effort between General Motors, iCan, AIC and XFI. To learn more, visit www.gmmobilityadvisor.com or www.gm.com.