

Car Care Corner

Advisors Provide Peace Of Mind In Spanish

(NAPSA)—If you've ever found yourself in an emergency situation while driving—and then worried that no one would understand you when you called for help, a new service could prove to be a lifesaver.

Ana Rodriguez of Los Angeles, Calif., doesn't have that worry. When her tire blew out while she was traveling on the highway, she instinctively pressed the blue OnStar button and connected with a Spanish-speaking advisor for assistance.

The advisor quickly followed up by delivering Rodriguez's location information to a Spanish-speaking roadside assistance dispatcher. "My tire was fixed immediately and I was able to communicate in the language I feel most comfortable with," she notes.

"In an emergency, every second counts," notes Manuel Delgado, a New York Fire Department EMT. "If someone doesn't speak your language you can waste precious time. No doubt these language services will ultimately help save lives."

According to Michelle Stoutermire, OnStar's manager for diversity, the company is doing all it can to make it easy for Spanish-speaking subscribers to use and rely on their services. At activation, for example, subscribers can have their systems configured to connect directly to Spanish-speak-



When you call for help, it can be helpful if the person answering the phone speaks your language.

ing advisors, who are available 24-hours-a-day. New subscribers who express a preference will receive a Spanish-language welcome kit that includes a copy of a magazine, in Spanish, with several customer stories. Spanish-language brochures are available at select dealerships. For those interested in getting information online, www.onstar.com explains availability in Spanish for current and prospective subscribers.

"Providing a bilingual service was important to us because it's important to so many of our subscribers," notes Stoutermire. "We need to be there for as many of our subscribers as possible in the language they understand and feel most comfortable speaking." Spanish-language ads are airing on radio and will appear soon in print.

Additional information is available at www.onstar.com.