



GM

Mark LaNeve

GM North America Vice President,
Vehicle Sales, Service & Marketing



moving from **MONOLOGUE** to **DIALOGUE**

Consumers Want a Different Relationship

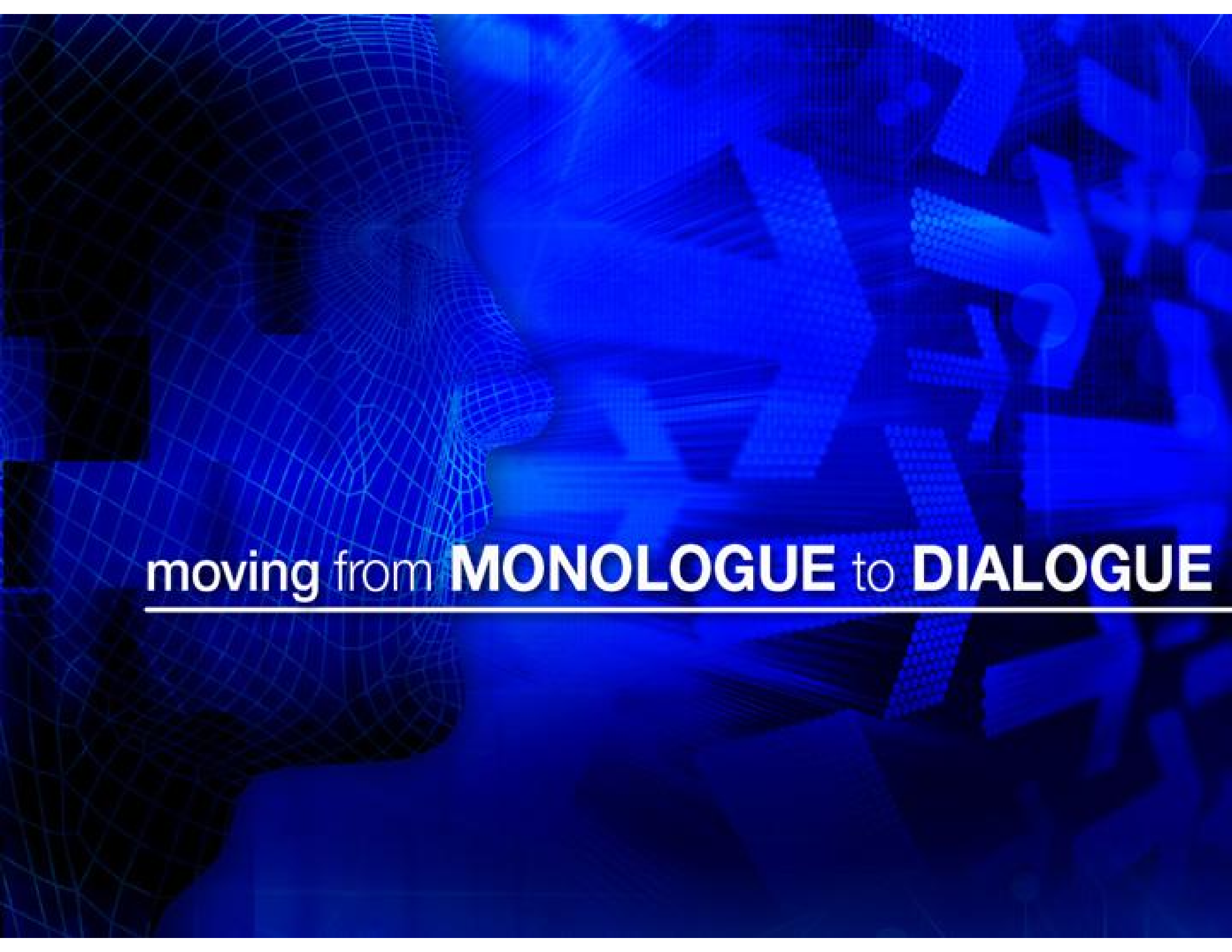
A relevant & personal experience

Authenticity

A two-way conversation

Conversations with Consumers





moving from **MONOLOGUE** to **DIALOGUE**

Shopping for a New TV

SONY | sony style [Locate a Sony Style Store](#) [Customer Care](#) [Order at 1-877-845-SONY \(7669\)](#)

[Home to Sony Style](#) [Register/Login](#) [My Account](#) [Wishlist](#) [My Cart](#) **Checkout** Search

[Discover](#) [Computers](#) [Cameras & Camcorders](#) [TV & Home Entertainment](#) [MP3 & Portable Electronics](#) [Movies & Music](#) [Games](#)


[Back to Home](#) [TV & Home Entertainment / Televisions](#) [Learn a Device](#) [Send to a Friend](#) [Print this Page](#)

Free shipping through Buy TV on orders \$50 and over.

Any television can change channels. This one completely changes television. Sony's amazing new QLED TV is here.


[Shop now](#)


HDNA



The world's thinnest TV is here. Incredible picture, just 3mm thin. Experience Organic LED technology.

[Learn more](#)






[Shop BRAVIA HDTV Flat Panel LCD](#)

Stunning picture in thin, stylish designs you can hang on your wall.


Starting at \$499.99



[Shop BRAVIA HDTV Front Projectors](#)

Bring the theater to your home and get the biggest possible picture.

Starting at \$999.99




[Shop Organic LED \(OLED\)](#)

The next generation of television is here.

Starting at \$2,499.99


Save up to \$490 on select BRAVIA HDTV bundles.

[Learn more](#)




The switch to DTV is coming. Be prepared for a better television experience.

[Learn more](#)



[Site Map](#) | [Contact Us](#) | [Special Offers](#) | [Business Sales](#) | [Affiliate Program](#) | [Data and Cookies](#) | [Legal Info](#) | [Disclaimer](#) | [Privacy Policy](#) | [Terms of Use](#) | [Feedback](#) | [Help](#)

Copyright © 2008 Sony Electronics Inc. All rights reserved.

 **like no other™** **SONY**

Shopping for a New TV

The screenshot shows the Best Buy website header. At the top left is the Best Buy logo. To its right are links for 'Weekly Ad', 'Store Locator', 'Outlet Center', and 'Gift Center'. Below these are links for 'Gift Cards', 'Credit Cards', 'Reward Zone', 'Customer Service', 'Web List', 'Order Status', and 'My Account'. A shopping cart icon with '0 Items' is on the far right. Below the header is a navigation menu with categories: 'TV & VIDEO', 'AUDIO', 'CAR', 'CAMERAS & CAMCORDERS', 'COMPUTERS', 'PHONES & OFFICE', 'MUSIC & MOVIES', 'GAMES & TOYS', and 'HOME & APPLIANCES'. A search bar contains the text 'Keyword or Item #' and 'All Categories'. A 'GO' button is to the right of the search bar. Below the search bar is a banner for 'Need a gas station? Craving Chinese food?' with a 'more >' link.

The screenshot shows a Google search for 'televisions'. The search bar contains 'televisions' and the 'Google' logo is visible. Below the search bar is a 'Web - Shopping' section with several search results:

- Circuit City Online - TVs**
www.CircuitCity.com Save Up to \$700 on HDTVs. Free Shipping On Orders \$...
- Sale on LCD TVs**
www.CompUSA.com Shop Wide Selection LCD TVs Low Prices & Same Da...
- Television - Cheap Prices**
www.HotTag.com/TVs LCD, Plasma, HDTV and Projection! Many Sizes for S...
- Televisions from Overstock.com**
Purchase name brand Televisions from Overstock.com for clearance prices. See reviews, recommended products, and the best prices online.
www.overstock.com/Electronics/Televisions/2171/cat.html - 145k - Cached - Si...
- Television - Wikipedia, the free encyclopedia**
Television is a widely used telecommunication medium for broadcasting and rec...
moving greyscale or color images with sound. ...
en.wikipedia.org/wiki/Television - 84k - Cached - Similar pages
- TVs - PriceGrabber.com**
Buy Televisions such as Plasma & LCD TVs, Projection TVs, TV Accessories & Entertainment Units, Remote Controls, TV/VCR/DVD Combo, and TVs/Tube.
electronics.pricegrabber.com/televisions/c/13/ - Similar pages
- Flat Panel Televisions, Cheap Televisions, Discount TVs, Cheap...**
Shop and Save on Discount Televisions, Cheap LCD TVs, Flat Panel Televisio...
Widescreen LCD Televisions at Geeks.com
www.geeks.com/products.asp?cat=TVS - 127k - Cached - Similar pages
- TV Reviews, LCD, HDTV, Flat Screen & Plasma Televisions & mo...**
Television reviews and ratings, video reviews, user opinions, most popular tvs, tv guides, prices, and comparisons.
reviews.cnet.com/televisions/ - 127k - Cached - Similar pages

The screenshot shows the CNET.com website. The header includes the CNET logo and a search bar. Below the header is a navigation menu with links for 'Today on CNET', 'Reviews', 'News', 'Downloads', 'Tips & Tricks', 'CNET TV', 'Compare Prices', and 'Deals'. A banner for 'save up to 30% plus get bonus coupons - ends Wednesday' is prominent. Below the banner is a section for 'TVs matching "tvs"'. The results are sorted by 'Relevance' and include the following items:

Product	Rating	Check price
Panasonic Viera TH-46PZ85U A couple of issues keep its picture out of the top tier, but excellent black-level performance still makes the Panasonic TH-46PZ85U plasma HDTV stand out from the pack. Read review	4.7 Very good	\$1,477 - \$2,200
Panasonic Viera TH-42PX80U Panasonic's TH-42PX80U 42-inch plasma sets the picture quality-to-value standard for entry-level flat-panel HDTVs. Read review	4.6 Very good	\$900 - \$1,200
LG 47LG60 A unique design and best-in-class calibration controls cannot quite make up for the lighter black levels of the LG 47LG60 47-inch flat-panel LCD TV. Read review	4.3 Very good	\$1,200
Panasonic Viera TH-50PX80U CNET did not review the Panasonic TH-50PX80U, but we did review the smaller model in the series. Read review		\$1,229 - \$1,700

Shopping for a New Car

Kelley Blue Book
THE TRUSTED RESOURCE

CHEVY

CURRENT OFFERS FROM CHEVY
Find the best offers, incentives, and financing in your area now.

Home | New Cars | Used Cars | Research & Experts | News & Reviews | Classifieds | Auto Loans & Insurance | Find a Dealer

2008 Chevrolet Malibu

SELECT A TRIM (4 available)

TRIM	Price	MPG (City/Hwy)	MSRP
LS	Automatic	24/34	\$18,245
LS	Automatic	24/34	\$19,245

FREE
MALE FUEL GUYS
IT'S FREE AND EASY!

autobytel.com

ALL NEW CHEVY MALIBU
2008 NORTH AMERICAN CAR OF THE YEAR

SEARCH FOR ANY CAR

Home | Research | Buy New | Buy Used | Financing | Photos | Videos

You are here: Home > Buy > New > New Car Prices

Buy a new Chevrolet Malibu

Start your free quote on a new car now!

How this works
If you plan to purchase a vehicle in the next 30 days, please fill out this request and your local Autobytel Accredited Dealer will contact you with auto pricing and delivery information. Serious buyers only, please. If you would like to do more research, please visit our research section. Get answers to free and paid questions.

Begin Your Free Quote Process
* You must enter a valid Zip Code.

SELECT A MAKE
Chevrolet

SELECT A MODEL
Avalanche

ENTER YOUR ZIP CODE

CONTINUE

ADVERTISEMENT
CHEVROLET

- Request A Quote
- Find A Vehicle
- Build A Price
- Email Deal On
- Request Info

NEWSLETTER
SIGN UP WITH AUTO BYTEL

SHOPPING TOOLS
Auto Insurance Quotes

edmunds.com

Home | New Cars | Used Cars | Car Reviews | Tips & Advice | Finance & Insurance | Community

2008 Chevrolet Malibu Styles

MSRP: \$18,245 - \$24,710
View Details | Advice

SEARCH DEALS NEARBY

PRICING & SPECS | REVIEWS & RATINGS | PICTURES

Select a style below for **MSRP** pricing, specs and info

4 Styles Available. Select options to narrow your search.

Select Options

4 vehicles matched your selection

TRIM	Price	MPG (City/Hwy)	MSRP
LS	Automatic	24/34	\$18,245
LS	Automatic	24/34	\$19,245
LS	Automatic	24/34	\$22,495

ALL NEW CHEVY MALIBU
THE CAR YOU CAN'T IGNORE

YAHOO! AUTOS

FUEL EFFICIENCY WITH A CHOICE

NEW CAR

SEARCH FOR ANY CAR

Home | Research | Buy New | Buy Used | Financing | Photos | Videos

New Cars
New pricing, reviews, photos, and more.

Used Cars
Find out what your car is worth.

FUEL EFFICIENCY WITH A CHOICE
NEW CAR

SEARCH BY CITY

COMPARE BY CITY

READY TO BUY A NEW CAR?

Shopping for a New Car



ALL NEW CHEVY MALIBU
2008 NORTH AMERICAN CAR OF THE YEAR

TAKE A CLOSE LOOK

autobytel.com

Kelley Blue Book
THE TRUSTED RESOURCE

CHEVY

New Cars Used Cars

2008 Chevrolet Malibu

SELECT A TRIM (4 available)

CHEVY CARS

CHEVY LINEUP CARS TRUCKS SUVS VANS COMMERCIAL

CHEVY VEHICLES

VEHICLE HIGHLIGHTS

- Accessories
- Fuel Solutions
- Experience OnStar
- Safety
- Trailer Guide
- Warranty & Coverage

SHOPPING TOOLS

- Build and Price
- Shop Current Offers
- Compare Vehicles
- Request a Quote
- Find a Vehicle
- Trade-In Appraisal
- Financial Tools

CHEVY INFORMATION

- Request Info
- Email Sign-Up
- Find a Dealer
- ZIP:
- More Search Options

CHEVY EXTRAS

COMFORT. EFFICIENCY. LUXURY.

Whatever your priority, Chevy has a car for you. Choose from two-doors, four-doors – even five – from economy models to sporty, performance-seekers. Check out choice features listed below available on select models. Then visit each brand site to see all models and a complete list of standard and optional features.

2008 Aveo

Starts at \$10,995*
Price as shown \$14,800*

MP3 input jack
Cruise control
Available sunroof (select models)

[Build and Price](#)
[Request a Quote](#)
[Find a Vehicle](#)

2008 Cobalt

Starts at \$14,995*
Price as shown \$20,170*

NEW Sport model with standard StabiliTrak and High Output engine

[Build and Price](#)
[Request a Quote](#)
[Find a Vehicle](#)

2008 Corvette

Starts at \$46,990*
Price as shown \$73,900*

NEW 430-hp LS5 V8 in Coupe and Convertible
Test track: 190 mph (1)
Available Custom Leather Wrap Pkg.(2)

[Build and Price](#)
[Request a Quote](#)
[Find a Vehicle](#)

2008 HHR

Starts at \$17,155*
Price as shown \$17,122*

Remote start (with automatic transmission)
Configurable interior
MP3 input jack

[Build and Price](#)
[Request a Quote](#)
[Find a Vehicle](#)

edmunds.com

2008 Chevrolet Malibu

PRICE & SPECS

Select a style below for MSRP pricing.

4 Styles Available. Select options to narrow results.

Select Options 4 vehicles matched

MSRP	Price	MPG	Year	Make	Model
\$14,800	\$14,800	24	4	Aveo	LS
\$20,170	\$20,170	24	4	Cobalt	LS
\$22,495	\$22,495	24	4	Cobalt	LT

Search for any car

ADVERTISEMENT

CHEVROLET

- Request A Quote
- Find A Vehicle
- Build A Price
- Email Sign Up
- Request Info

NEWSLETTER

SHOPPING TOOLS

- Auto Insurance Quotes

AVTO CUSTOM

FUEL EFFICIENCY WITH A DOUBLE CHEVY

State Farm

- Real, low quotes
- Lower your rates, not your coverage
- Auto Insurance Estimates



Computer Lease Score Deal

Need help choosing? Yahoo! Auto Car Finder

Certified Pre-Owned Cars

Choosing CPO may mean you get your dream car for a lot less money. Compare programs, search nearby.

New Model Showcase

Ready to Buy a New Car?

Working with Edmunds

Basic “Blocking and Tackling”

The screenshot shows the Edmunds website interface. At the top, there's a navigation bar with links like HOME, NEW CARS, CERTIFIED CARS, USED CARS, CAR REVIEWS, TIPS & ADVICE, and FINANCE. Below that, there's a search bar and a "Chevrolet Search Results" section. The main content area displays a list of 21 models found, with columns for Make/Model, Lowest MSRP, Editor's Rating, and Consumer Rating. The first few models listed are 2008 Chevrolet Avalanche, 2008 Chevrolet Aveo, 2008 Chevrolet Cobalt, 2008 Chevrolet Colorado, and 2008 Chevrolet Corolla. Each model entry includes a small image, the number of styles priced from, the MSRP, the Editor's Rating (e.g., 8.0, 7.6, 6.9, 6.5, 6.3), and the Consumer Rating (e.g., 9.5, 9.1, 8.7, 8.9, 8.5). On the left side, there's a "Select Options" sidebar with filters for Model, Price, Market Segment, and Editorial Ratings.

- Provide them with accurate, complete information

- Provide them access to the right people

- Get their product evaluators into all our vehicles

- Assure proper products are in the proper categories

Digital: The New Hub of Marketing



AN AMERICAN R=EVOLUTION



Malibu Launch

October 17, 2007

- Connected with 90% of the active web universe
- Over 960 million impressions
- Began a dialogue with over 3.7 million consumers



Malibu Virtual Test Drives

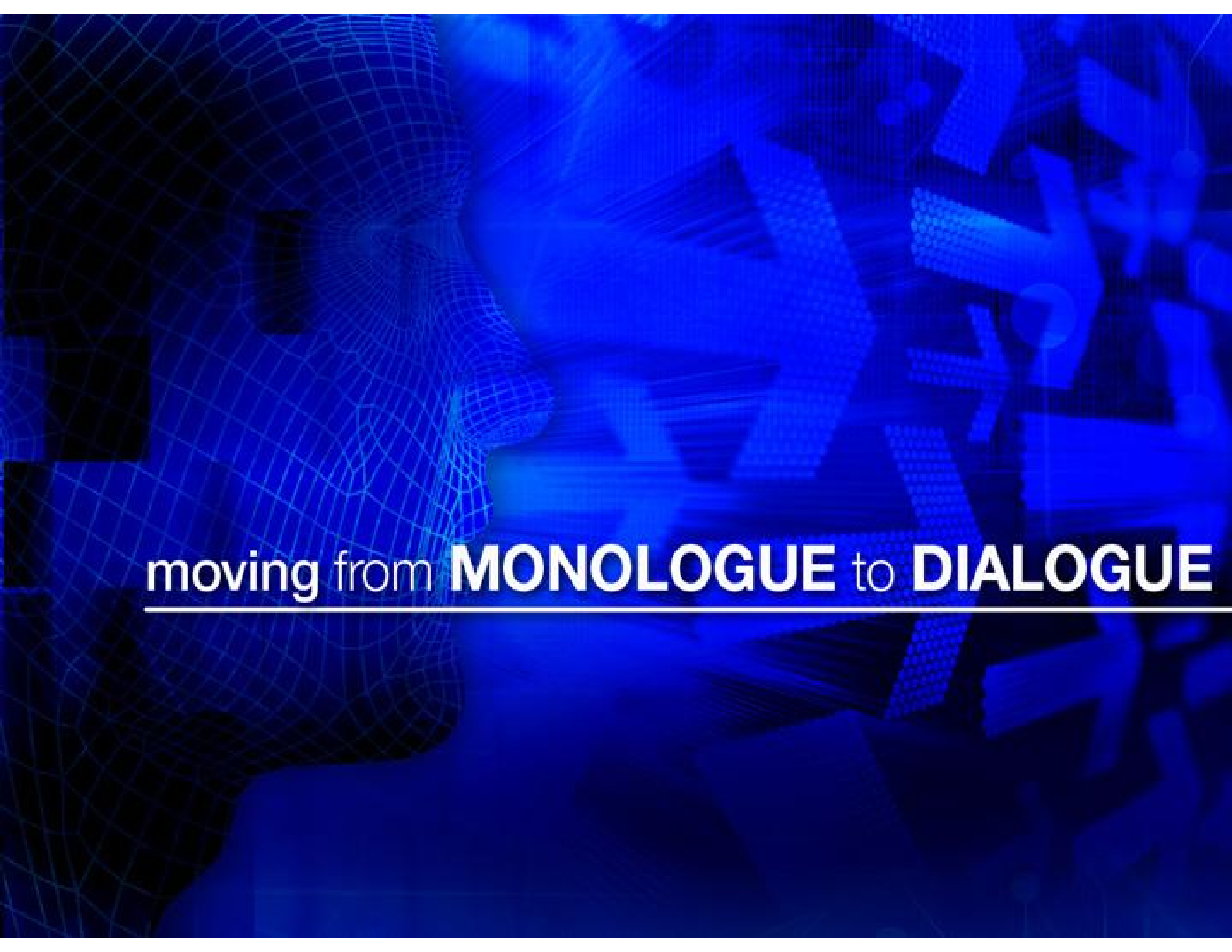
“Help Chevy Help Autism”

- Virtual test drive link on the “Autism Speaks” web site
- Chevy donated more to Autism Speaks with each virtual test drive



RESULTS

- Nearly 55,000 test drives
- \$1 million in donations from Chevy



moving from **MONOLOGUE** to **DIALOGUE**

Targeted TV

CHEVROLET 2007 TAHOE
AN AMERICAN EVOLUTION

Engine
Vortec 5300 V8 with 320 HP, 340 lb.-ft. of torque, and best in class 22 MPG highway on 2WD models.

PROACTIVE ROLL AVOIDANCE • BRAKES: FOUR-WHEEL ANTILOCK DISC WITH DYNAMIC REAR P

PONTIAC SOLSTICE
DESIGNED FOR ACTION

Progressive Design
Curvaceous and sleek, the Solstice expressed passion and exhilaration for the open road even when standing still.

ALL-ALUMINUM 177 HORSEPOWER 2.4 L DOHC • TRANSMISSION: AISIN 5-SPEED MANUAL, C

CADILLAC DTS

Adaptive Remote Start
You possess the power to start the engine, engage preset climate controls and activate defrosters.

REAR AIR CONDITIONING AND HEAT • CLIMATE (TEMPERATURE) CONTROLS: TRI-ZONE, AUTOM

9-3 Sport Sedan
2004 MSRP \$21,100

The 2004 Saab 9-3 Sport Sedan.
Designed to make any road your runway.

Viewers were **38% less likely** to turn away from targeted ads

Blogs

“Are we listening?”



November 19, 2007

  VIDEO: Bob Lutz at the L.A. Auto Show

Check out this video of Bob and a group of bloggers discussing some upcoming plans about the Volt during a dinner at the L.A. Auto Show last week. -*Alicia Dorset, blog editor*



Blogs

A great opportunity to talk to people...and to **listen**.



GM FastLane Blog



GM Blogs

Saturn Aura



GM FYI Blog



GM Blogs



GM TUNER SOURCE.com

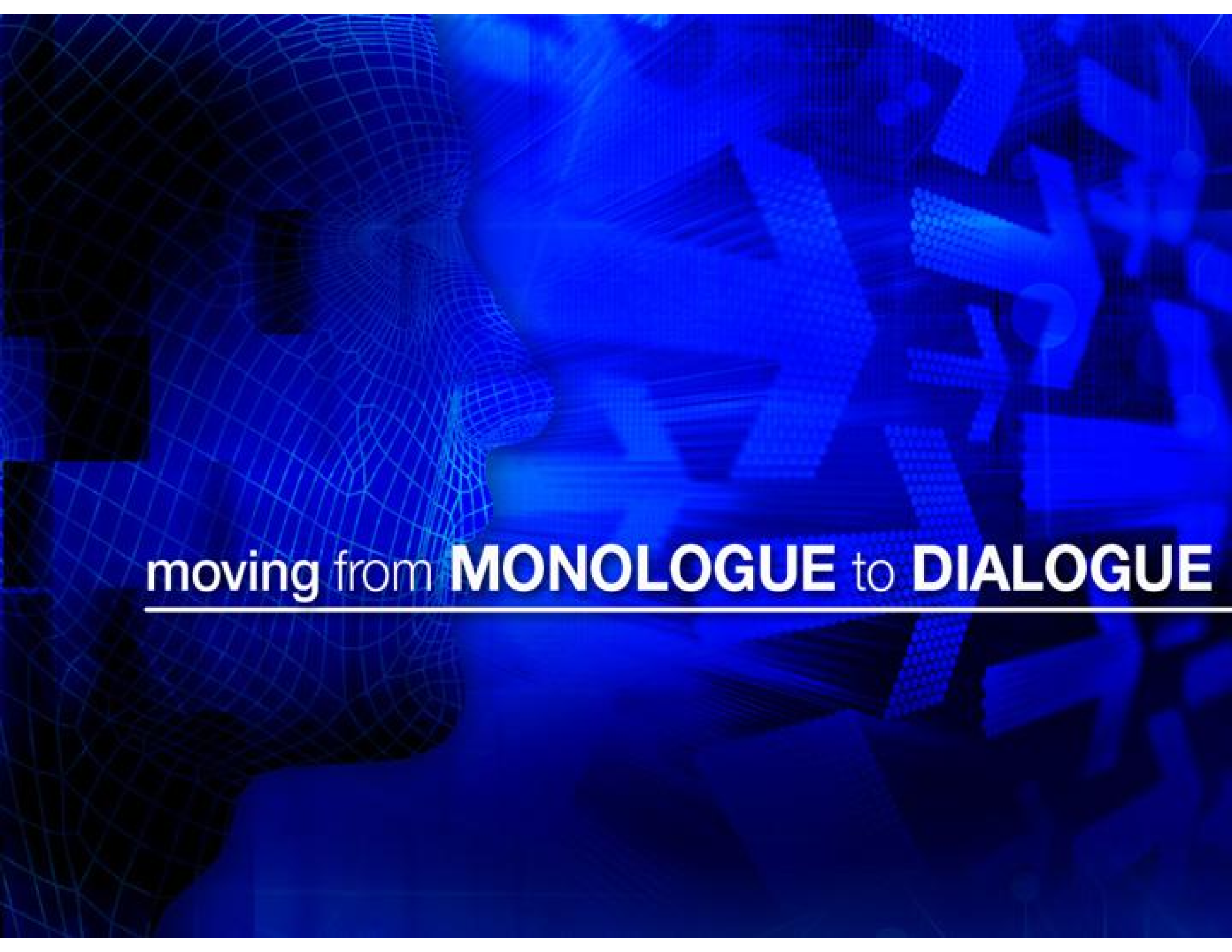


1111111111

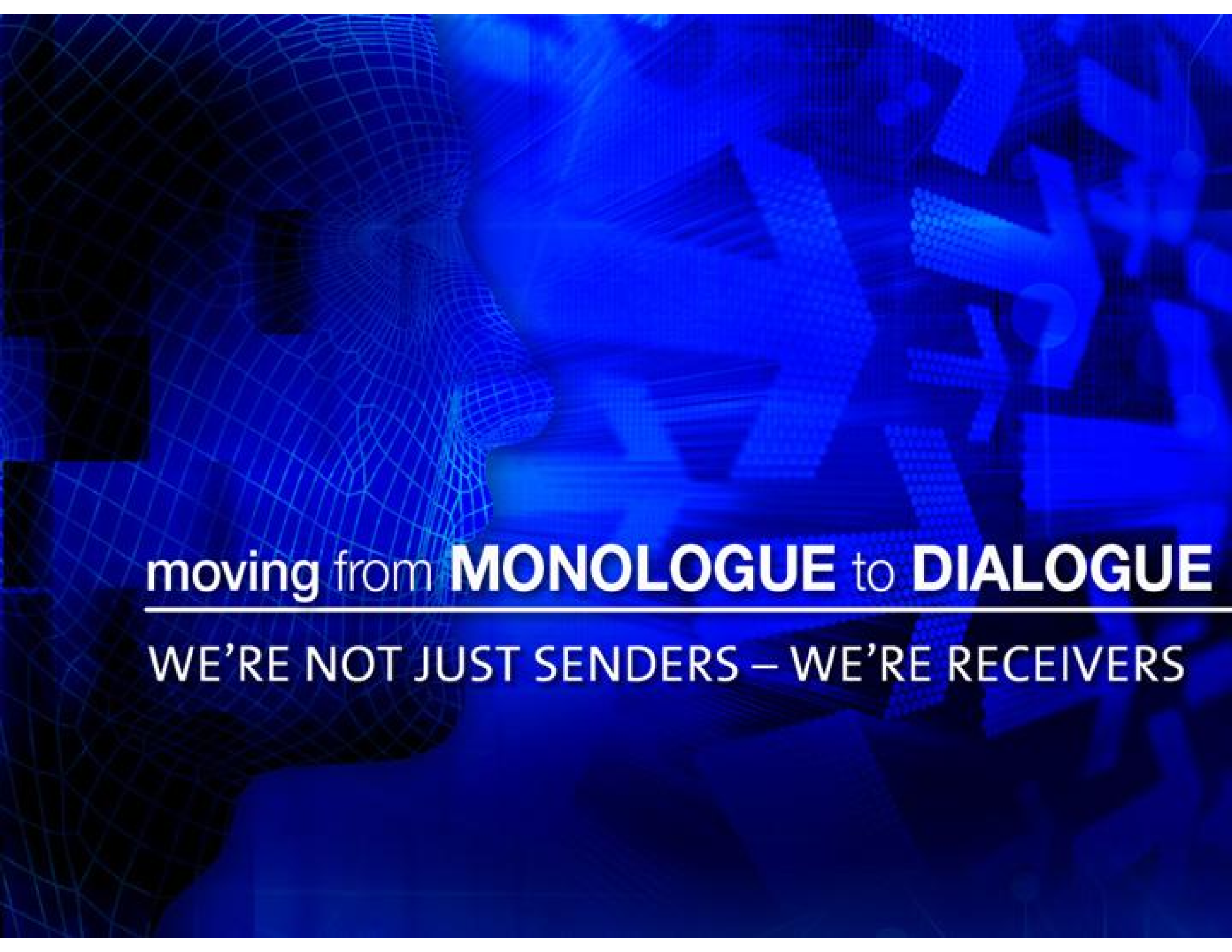
Cadillac Drivers' Log
Test Driving the CTS All Over the World



cadillac.gmblogs.com



moving from **MONOLOGUE** to **DIALOGUE**



moving from **MONOLOGUE** to **DIALOGUE**

WE'RE NOT JUST SENDERS – WE'RE RECEIVERS