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Genuine GM Collision Parts Announces MyPriceLink National Launch on December 1st

MyPriceLink offers real-time parts pricing

DETROIT – GM’s Customer Care and Aftersales (CCA) is announcing the launch of MyPriceLink, which will change the way the collision repair market gets Genuine GM Collision Parts List Prices.

Last November, GM announced its plans to change from delivering monthly list pricing files sent to the estimating companies to an on-line, live-feed process. At the request of the industry to create minimal workflow disruption, GM put MyPriceLink on pause and spent the past year collaborating with key industry stakeholders, including the major estimating companies, numerous insurers, dealers, dealer management systems (DMS) and body shops. The result is a solution that aligns with current industry workflows for body shops and at the same time provides opportunities to streamline GM’s Bump the Competition conquest program.

MyPriceLink is easy to use, market friendly and designed to work seamlessly for body shops, insurers and others to ensure Genuine GM collision parts have real-time pricing available at the time the estimate is written.

“The market asked us to address workflows throughout the entire collision process. We listened and have minimized workflow disruptions for body shops and dealers. We are steadfast in doing all we can to help ensure our customers’ vehicles are repaired using Genuine GM Parts. GM is committed to leveraging technology and bringing solutions that improve our responsiveness to marketplace demands,” said Kris Mayer, General Director, Wholesale Dealer Channel.

GM has been conducting two pilots in the marketplace since the end of July. The first pilot tests the workflow that connects GM to body shops through the collision estimating systems. The second pilot tests the data flow back to the GM dealer and the integration with various dealer management systems. “We are pleased to report that both pilots are working as designed. During the pilots, the collision estimating companies (AudaExplore, CCC Information Services, and Mitchell) as well as several DMS have collaborated with us to ensure the technology works as designed. Shops are writing estimates in the same manner as they have always done and dealers are able to process orders and invoice customers,” said Mayer.

Based on the successful pilots, GM will launch MyPriceLink December 1, 2015. Repair facilities will have the ability to get immediate price visibility on all estimates written with Genuine GM Parts. Supplying estimators with prices at the time an estimate is written means more cars will be back on the road faster, using the best quality parts available, Genuine GM Parts. By focusing on "the right fit the first time," customers can benefit from GM's vehicle and manufacturer warranties and support. This will result in higher customer satisfaction with the repair, while also providing improved cycle times for the body shop and ultimately the insurance carrier.

MyPriceLink provides a seamless, uninterrupted user experience with collision estimating systems who agree to integrate. For users who do not wish to integrate, they will have the option of obtaining pricing through other methods: through the MyPriceLink portal, OEC CollisionLink, or by contacting an authorized GM dealership.

MyPriceLink is consistent with what we hear from our dealers and body shops who all want what is best for our customers. "The GM customer is at the center of our decision," said Mayer.

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>.

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