



Wholesale Reference Manual



Welcome to OnStar:

We are pleased to have you as partners in this exciting venture. OnStar is proud to be a world leader in innovative technologies. Simply put, OnStar is advanced technology which makes driving safer, more secure and more convenient.

This reference book is designed to be a guide to OnStar's features, benefits, services. Inside you will also find pricing and ordering information, press reprints, information on awards received and a number of other useful pieces of information. We expect most of your questions about OnStar will be answered in this guide. If you are not able to find the answers you need, please call us at 1-888-ONSTAR1 (1-888-667-8271).

We hope your experience with OnStar is rewarding. We appreciate your support and look forward to working with you.

P. J. Early
OnStar Sales & Marketing

2/14/97

VERIZON EXHIBIT 1036



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What is OnStar?

The OnStar System integrates on-board advanced vehicle electronic architecture with Global Positioning System (GPS) satellite technology and a hands-free, voice activated cellular phone. These comprehensive technologies link the driver and the vehicle with the 24-hour OnStar Center, where Advisors provide real-time, person-to-person assistance using the latest computer databases to offer personalized information services. The following article, a reprint from *Popular Mechanics*, August 1996, gives a good general background.

Popular Mechanics

AUGUST 1996

**DREAM
KITCHEN
DESIGN
GUIDE**

COULD TERRORISTS HIJACK A NUCLEAR MISSILE?

BATTLE OF THE BIG PICKUPS

We Test Them
All And Crown
The Champ

DO-IT-ALL DIGITAL VERSATILE ISC

Revolutionary
CD Is The
Ultimate For
Digital Audio,
Video And
Multimedia

Here's
How
America
Safeguards
Its Nuclear
Arsenal.
But Is It
Enough?

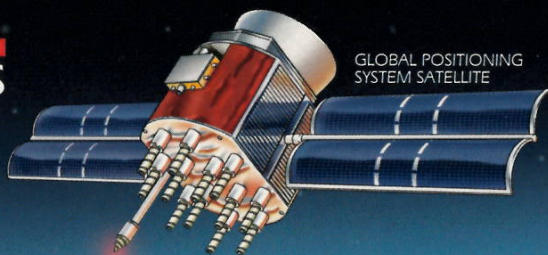
**NOW!
TOTAL CAR
SECURITY—PLUS**
Cadillac's OnStar
Satellite System
Tracks Your Car,
Gives Directions,
Unlocks Your
Doors, Detects
Emergencies,
Calls For Help,
Even Orders
Flowers!

ONSTAR

\$2.95

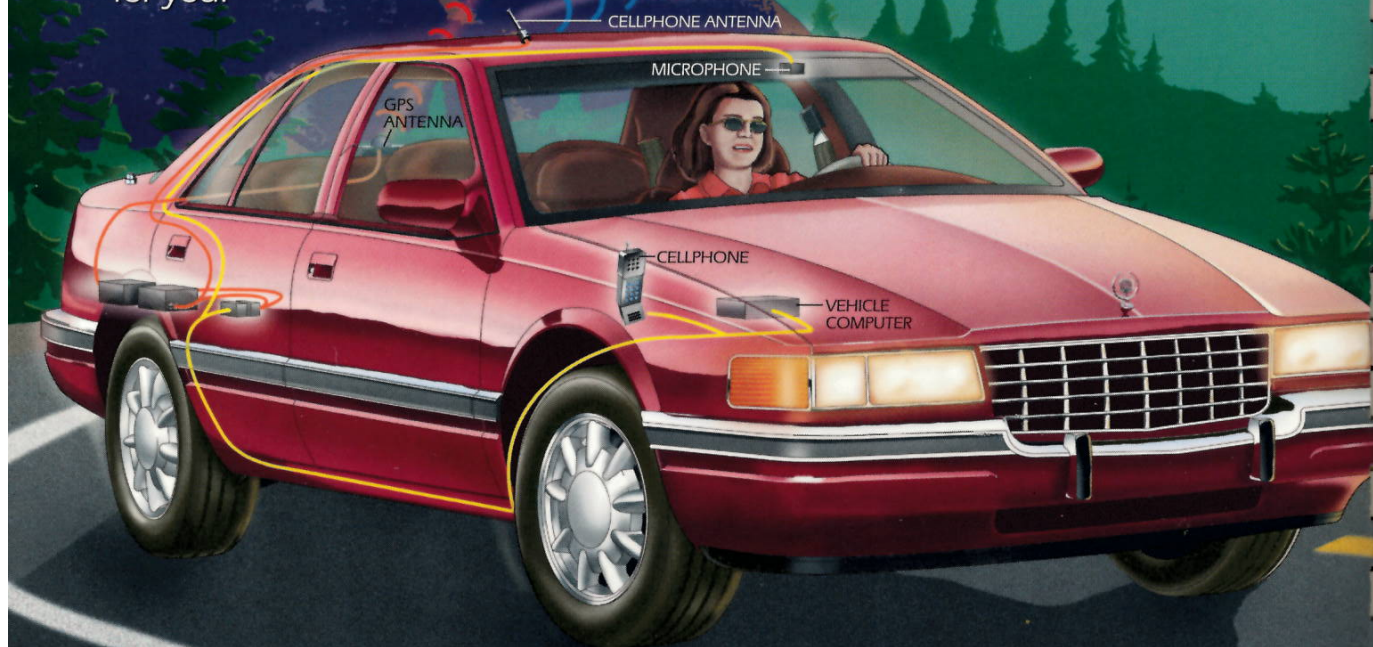


TELECOMMUNICATIONS



BEYOND THE CAR PHONE

Cadillac's OnStar system navigates, locates, communicates and even orders flowers for you.



BY MIKE ALLEN, Associate Automotive Editor; PM Illustration by Karl Loveridge

● It's a dark and stormy night. You've just pulled off the freeway to get some much-needed fuel, only to find the gas station closed. Wires are dangling from the pay phone, and you have no idea if the next closest gas station is just over the hill, three freeway exits farther up, or back the way you came. In fact, you're not even sure where you are.

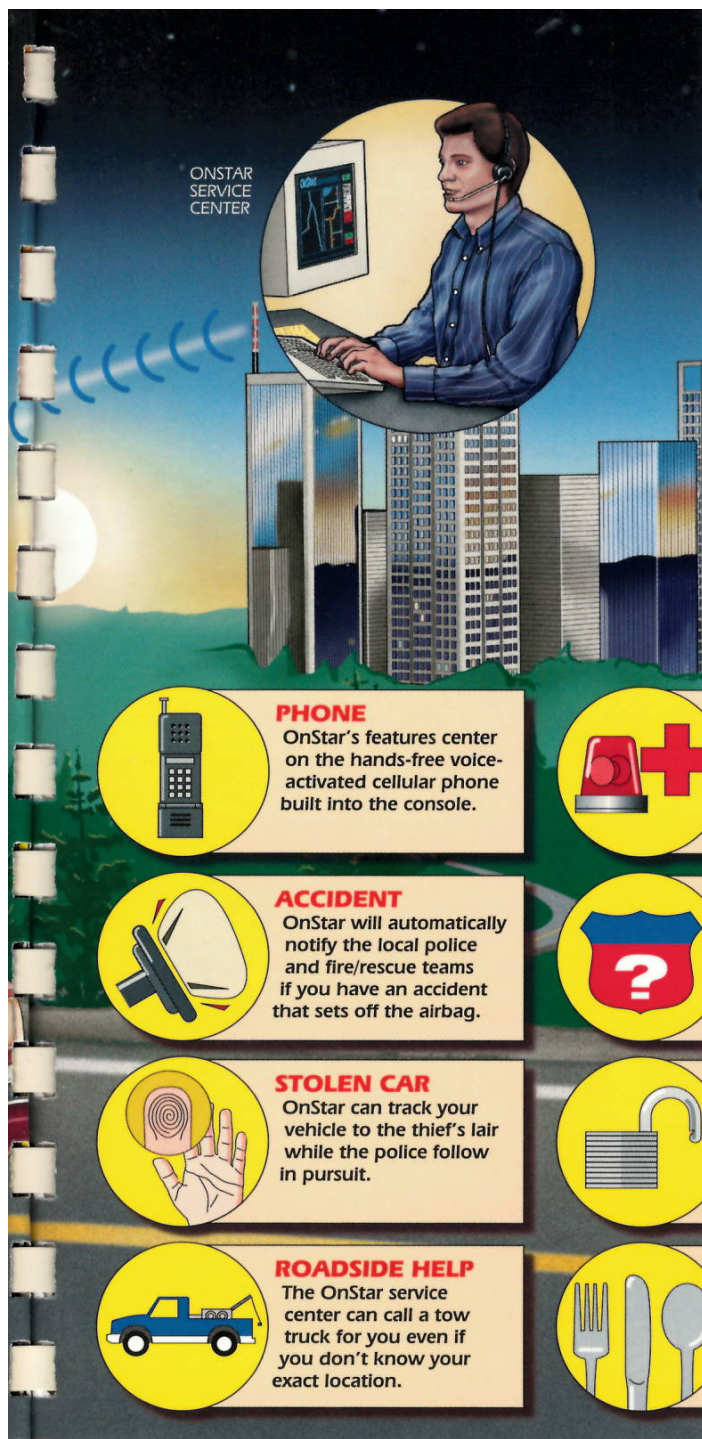
Technology to the rescue. Push the buttons on the steering wheel of your new Cadillac, and ask the hands-free cellular phone to call OnStar, Cadillac's new multifaceted customer service. Within seconds, an OnStar operator directs you to the nearest gas station.

How do they do that?

What makes this possible is the melding of several existing technologies. Cellular phones with microphones and speakers integrated into the dashboard and headliner of new cars have been around for years. Global Positioning System (GPS) satellite navigation systems are just becoming available to the automotive market. By letting the microprocessor in the cellular phone, the vehicle's on-board computer and the GPS on the same data bus, a lot of possibilities suddenly open up.

GPS uses signals from satellites in 11,000-mile orbits to triangulate the position of the receiver to within

POPULAR MECHANICS • AUGUST 1996



ONSTAR
SERVICE
CENTER

PHONE

OnStar's features center on the hands-free voice-activated cellular phone built into the console.

EMERGENCY

Press one button to summon police, fire or ambulance/rescue personnel.

ACCIDENT

OnStar will automatically notify the local police and fire/rescue teams if you have an accident that sets off the airbag.

DIRECTIONS

OnStar's service center can provide you with directions if you're lost or can't find an address.

STOLEN CAR

OnStar can track your vehicle to the thief's lair while the police follow in pursuit.

DOOR UNLOCK

OnStar can unlock your car doors, by remote control, if you've locked your keys inside.

ROADSIDE HELP

The OnStar service center can call a tow truck for you even if you don't know your exact location.

CONVENIENCE

Order flowers, make hotel reservations or find the nearest ATM, including directions.

tow-truck operators, police and fire/emergency crews, and hotels and restaurants.

You can't get there from here

If you had made a wrong turn, the OnStar operator can tell you your exact location. If you are looking for a particular address, he can give you explicit verbal instructions—which the system can record for you to play back after the call is terminated and you are back on the road.

Lock your keys in the trunk, or even in the car? No problem. Find a telephone, even if you have to walk to a pay phone, and call OnStar. The operator will verify your identity with a question or two, and then unlock your car door—by remote—either immediately or after a delay of several minutes to allow you to return to the vehicle.

If you have an accident that is severe enough to deploy the vehicle's airbags, OnStar will call your number immediately. If necessary, or if you fail to answer the phone, the local 911 number for your location will be called—because the operator will know

your exact location and the correct agency to contact.

There's even a button on the phone labeled EMERGENCY that will do the same thing if there's some reason you can't speak to the operator. The OnStar operator will stay on the line until help arrives, or transfer the call to the 911 operator.

If your vehicle is broken into or started without the key, the system will silently call the OnStar service center, reporting its location constantly. The operator will contact you—assuming you're the car's owner of record—for verification and then call local police, who will be guided directly to the vehicle by their dispatcher, even if it's being driven up the freeway.

The OnStar system is an optional feature on all of the 1997 front-wheel-drive Cadillacs, including the Seville,

DeVille and Eldorado, at a cost of about \$1000.

Other car manufacturers offer hands-free phones with panic buttons, and there are several GPS-based navigation systems around. LoJack and other companies offer stolen-vehicle tracking and recovery systems. Cadillac's OnStar is the first to integrate all of these functions.

Technically, it's possible to go even further. Suppose your car is stolen. The system could call the police, restrict the transmission to First gear and the engine to a low enough speed to allow the car to be driven clear of traffic for safety, while locking the doors, rolling up all the windows and turning the stereo and heater all the way up until the police arrive. Cadillac hasn't implemented this feature yet.

FM

several hundred feet. Military, aircraft and marine hardware for GPS is too expensive and too difficult to use, and Cadillac determined that few of its buyers wanted to invest in, or would use, a full-time moving map display. An up-to-date database of roads and addresses would require swapping CD-ROM discs as the car moved around the country. So OnStar's database is stored at the OnStar service center.

When you call the OnStar service center, the operator there learns your name from his or her display screen as soon as the call comes in. Within a few seconds, he sees a map of the area with your location. By typing a single command, he can pull up the locations and phone numbers of the nearest gas stations,



ONSTAR

General Motors Corporation

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(810) 269-1555

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Features

- Automatic notification of air bag deployment
- Emergency services -- the "red" button
- Theft detection notification and stolen vehicle tracking
- Remote door lock/unlock
- Roadside assistance with location
- Route support
- OnStar convenience services
- Hands-free, voice-activated, programmable cell phone
- OnStar's comprehensive database -- including tens of thousands of restaurants, hotels, ATMs, hospitals, service stations, and more



	Feature	Benefits
	<i>Remote Door Lock/Unlock</i>	• Saves time and money. In the event keys are locked in the car, driver's door can be unlocked by the OnStar Center in seconds. • All doors can also be locked by the OnStar Center with one phone call. • Adds convenience to vehicle ownership.
	<i>Route Support</i>	• No more fumbling with maps. • No computer-screen in car -- taking eyes off road and hands off steering wheel. • Advisor uses major streets and highways to route customer to their destination. • Directions can be recorded and played back by the customer. • No more stopping to ask strangers for directions. • Gives customer peace of mind and feeling of confidence.
	<i>Sound Horn/Flash Lights</i>	• If car is "lost" in a parking lot, OnStar Center can flash the lights and honk the horn for up to five minutes or until door is opened.
	<i>Convenience Services</i>	• OnStar can locate the nearest hotel, restaurant, ATM, gas station, hospital, medical clinic, dealership, tow company, window repair, airport, and locksmith. The OnStar database of information will continue to grow based on customer demand for personal services. • Recent additions to the database include partnerships with: -- Mobil Oil -- Fodor's Travel Publications -- Promus Hotel Corporation -- HFS Incorporated -- Hilton Hotels Corporation -- American Floral Service, Inc. -- Les Concierges



Fast Facts -- OnStar Center Database Information

<u>Data Category</u>	<u>Number of Records (approximate)</u>
 Emergency 911	4,823
 Ambulance	5,680
 Fire	17,323
 Police	16,732
 Hospitals	6,889
 Medical Clinics	31,009
 Dealerships (Cadillac)	1,590
 Tow Companies	40,613
 Window Repair	29,940
 Tire Repair	16,138
 Gas Stations	37,392
 Hotels	43,343
 Restaurants	120,615
 Airports	6,282
 ATM's - Cirrus	78,000
 Taxis	8,408
 Rental Car Offices	12,724
 Locksmiths	17,697

2/14/97



Product Comparison Chart

	OnStar GM	BMW On-Board Navigation	Ford RESCU (Lincoln Mercury)	Car Cop (ADT)	Honda	Lojack	On Guard Tracker (ATX Research)	AutoLink (Prince)	Airtouch Teletrac (Pacific Telesis)
HANDS-FREE, VOICE-ACTIVATED CELL PHONE	X		X				X		
GPS TRACKING	X	X	X				X	X	X
INTEGRATED*	X	X							
ROADSIDE ASSISTANCE WITH LOCATION	X		X	X			X	X	
EMERGENCY SERVICES BUTTON	X	X	X	X			X		
REMOTE DOOR UNLOCK	X			X			X	X	X
THEFT DETECTION /STOLEN VEHICLE TRACKING	X			X		X	X	X	X
AIRBAG DEPLOYMENT NOTIFICATION	X								
CONVENIENCE SERVICES	X								
ROUTE SUPPORT	X	X			X		X	X	
AVAILABILITY	1997 model year	1997 model year, 5 & 7 series only	Feb. 96	Jan. '97	'97	1995 in 8 cities	Feb. 96		Oct. 94
PRICE	\$895 + installation + \$22.50 monthly fee + cell phone airtime	\$2800-\$2900, customer must pay for updates	\$1995 -- no monthly fee for 4-year agreement	\$699- \$899, + cell phone \$17.95- \$22.95 monthly		\$595	\$1200-\$1400, including phone, + \$26.95 monthly	N/A	\$300 + \$13 monthly fee

* The vehicle's architecture and engineering control systems are designed to accommodate OnStar



Press Coverage

OnStar has received widespread press coverage as can be seen by just a sampling of articles included in this section.

Publications include:

- Advertising Age
- Arizona Republic
- Automobile Magazine
- Automotive Engineering
- Automotive Industries
- Automotive News
- Business Report
- Car & Driver Magazine
- Chicago Sun Times
- Machine Design
- Motor Trend
- Popular Mechanics
- Road & Track
- Sales/Marketing Management
- USA Weekend
- Ward's Auto World

2/14/97

Cadillac creates higher standard in '97

"Creating a Higher Standard" is Cadillac's mission. More than just a slogan, it is a promise to consumers that says, "When you buy a Cadillac, you buy the best that luxury has to offer."

From the early years, Cadillac has showcased head-turning styling, luxury amenities that provide the ultimate in comfort, and powertrain and chassis technology that give owners a dynamic driving experience. All have made Cadillacs more than mere machinery to their owners.

Today, Cadillac strives to establish ever higher standards — adding meaningful technology that enhances performance, while providing an ownership experience for the customer that make the benefits of owning a Cadillac run deeper than the product itself.

In fact, Cadillac ranks No. 1 in overall owner loyalty among all manufacturers worldwide, according to a comprehensive study released in June by Detroit-based Polk.

And for 1997, Cadillac raises the bar yet another notch with significant improvements to its traditional and prestige luxury models, and a brand new model for entry luxury customers.

The DeVille Concours becomes a sleeker, sportier sedan, with a fresh, contemporary appearance and five passenger cabin.

Joining the DeVille line is an all-new model, the d-Elegance, which offers the traditional Cadillac customer the highest level of luxury, comfort and traditional ornamentation in a full-size luxury sedan.

Completing this trio is the DeVille, with an updated appearance inside and out and a host of new safety, security, comfort and convenience features.

Appealing to prestige luxury customers who look to Cadillac for head-turning styling and breakthrough technology, the Seville Touring Sedan (STS) and Eldorado Touring Coupe (ETC) bring advanced chassis technology to the Northstar System.

Improvements to the structure of all front-drive Cadillac models have allowed chassis engineers to improve handling and provide better control of the body during abrupt transitions. STS and ETC models provide the ultimate combination of a well isolated ride and refined, yet aggressive handling responsiveness, delivering a remarkable driving experience to Cadillac customers.

The newest member of the Cadillac family is the Catera, an all-new brand in a new category of luxury for Cadillac.

"Catera competes in the entry-luxury category, where customers put an emphasis on a fun driving experience and a space-efficient package," says John O. Grettenberger, Cadillac general manager. "Catera was designed off an award-winning European sedan — the Opel Omega. It is a spirited fun-to-drive sports sedan with advanced safety features and agile, responsive performance for those who simply love the act of driving."

Catera is the latest link in Cadillac's repositioning

strategy, moving the division even closer to international luxury leadership.

"We started a complete new direction with our lineup in 1992 with the introduction of the Seville and Eldorado duo," says Grettenberger. "Bringing in the Northstar V8 in 1993 continued our momentum and is such a significant and benefit-rich technology, people ask for Northstar by name."

"Between 1994 and 1997, we have continuously evolved our chassis systems to be able to provide the ultimate combination of an isolated ride with responsive handling and crash avoidance safety capability."

"During this time we've also updated our interiors to give them an international look and have added numerous personalization memory features and comfort and convenience items that once you own, you don't want to give up."

"Our next generation of Cadillacs, starting with Catera and continuing with the redesigned 1997 DeVille and next generation Seville, will make Cadillac the luxury car that sets the standard around the globe."

In ownership experience, Cadillac has long led the industry in firsts to market with customer benefits that make owning a Cadillac a long-term value. "We were the first to offer national roadside service," says Grettenberger. "In most situations, no matter where the customer is or what the problem, we'll have a Cadillac dealer's Roadside Service vehicle with a Cadillac-trained technician there to help in 30 minutes or less."

Each year, Cadillac looks for bold new ways to demonstrate this commitment to the customer beyond the sale. This year, Cadillac introduces On Star, an advanced in-vehicle communication system that affords unparalleled safety, security and convenience features.

Using a global positioning system and satellite technology, OnStar can track exact vehicle location. If the customer is in an accident or runs out of gas, OnStar can direct the appropriate assistance to the customer's location. If the customer is lost or needs directions, OnStar can provide turn-by-turn directions.

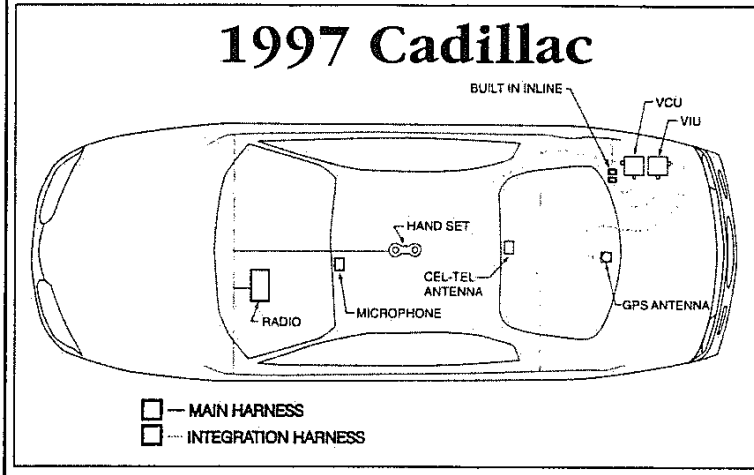
A Cadillac equipped with OnStar will also send a priority one message to the service center if the air bag deploys. If OnStar can't reach the customer by phone, emergency services will be immediately dispatched.

And there's more Grettenberger says, "If your car is lost or stolen, the theft system will be tripped, sending a signal to OnStar, where your vehicle will be tracked until the police can recover it. And if you accidentally lock your keys in the car, the service center can unlock the door for you, even timing the unlock with your expected return to the car's location."

"Of course the quality of Cadillac brand and attention to every detail of quality is something you won't find on less expensive brands," Grettenberger says. "From the exacting and consistent fit of our exterior panels, to the metal surface polishing and finessing, and finally the six step water-borne paint finish that provides a wet, glossy appearance, Cadillac creates a higher standard."

STANDARD-TIMES
San Angelo, TX
1/10/97

1997 Cadillacs will be equipped with a main wiring harness (red) that controls all electrical functions in the car. When OnStar is integrated (blue), the system then becomes an integral part of the vehicle architecture.



“Smart car” technology is here

We took a ride in a 1997 Seville (nice car!) recently for a demonstration of GM’s new OnStar system, which links on-board electronics with a satellite and a cellular phone. With the touch of a button we contacted a real human voice in Michigan who told us our exact location within seconds—pretty amazing. Then we locked the doors and asked our remote friend to unlock, which he did in less than 30 seconds. Terrific.

The future is here. And it’s so easy and inexpensive—the option costs only \$895 plus dealer installation and monthly service fee of \$22.50 a month, relative peanuts to anyone who can afford a Cadillac. Other services include automatic notification when the airbag deploys; theft detection notification; roadside assistance with location of hotels, etc., and help with roadside emergencies. Now if we can just get the radio to work in our ‘87 Jetta.*ms*

MOTOR SERVICE
Elk Grove, IL
Dec 1996



This article appeared in:
Worth Citizen, IL
Chicago Ridge Citizen, IL
Palos Citizen, IL

Drivers whose cars are equipped with OnStar vehicle integrated services need not worry about roadside emergencies, such as running out of gas or having a flat tire. The driver can press the "customer service" button on the automobile's cellular telephone to reach the 24-hour Customer Assistance Center. When contacted, an advisor will pinpoint the location

of the vehicle via Global Positioning System (GOS) satellite technology and a mapping database, and will dispatch the appropriate service provider to the car's location. Roadside assistance is just one of the many safety, security, information and convenience features of the automotive industry's first on-board, integrated services system, being launched on 1997 Cadillacs.

New Auto Technology Debut

General Motors OnStar represents a revolutionary "smart car" technology that is destined to change the driving experience of American motorists forever. The new technology is making its debut on 1997 Cadillacs, bringing drivers the industry's most comprehensive package of information and communications services.

"Until now, the information revolution has touched the automobile in only the most mechanical and operational ways," said Managing Director Chet Huber. "OnStar will link the vehicle, its occupants and the outside world together in ways only dreamed of until now, bringing a new level of safety, security and convenience to the driving public."

OnStar, winner of the 1996 Computerworld Smithsonian Award for Transportation, integrates on-board advanced vehicle electronic architecture with Global Positioning System (GPS) satellite technology and a cellular phone. These comprehensive technologies link the driver and the vehicle with the OnStar Center, where advisors provide real-time, person-to-person help using the latest computer databases to instantly offer personalized information and service.

"We've grown accustomed to being in touch both at work and at home," said Huber. "And with people spending more time in their vehicles than ever before, our research shows a tremendous interest in user-friendly technologies that can make driving more secure and more enjoyable."

A broad array of the most comprehensive, easy-to-use, integrated services is offered through OnStar: automatic notification of air bag deployment; emergency service; theft detection notification and stolen vehicle tracking; remote door unlock; roadside assistance with location; route

support; OnStar convenience services; Hands-free, voice-activated programmable cell phone.

According to a recent internal study, Americans have mixed feelings about driving, ranging from intensely positive images about their ideal drive to a host of everyday worries and frustrations. The negative aspects of driving are increased by a lack of control and a lack of effective solutions to the problems facing drivers today.

Some top concerns of drivers were: "getting help quickly in an emergency" (65 percent); "bad road conditions" (61 percent); "driving through dangerous areas" (55 percent); "getting lost in a dangerous part of town" (54 percent); and "being out of touch when someone needs you" (52 percent).

Additionally, traffic tie-ups were cited as a prime annoyance that detracts from the pleasure of driving, with 47 percent naming it as a concern.

OnStar will help alleviate these concerns.

With the touch of a button the OnStar Center is contacted, and real-time help and information is received. When contacted by the customer, the advisor, using GPS, is able to call up a vehicle's current location on a digital map and advise the driver of the best routes -- avoiding known problem areas.

OnStar was created through the strategic alliance of General Motors North American Operations (NAO), Delco Electronics, Hughes Electronics Corporation and Electronic Data Systems (EDS). By combining their core strengths to bring a comprehensive communications network to the automobile, the partnership significantly strengthens GM's position as a leader in customer service.

Mansion on wheels tough to leave behind

By J. E. KUYPER
The Northwest Herald

Whether myth or not, it's easy to understand why bankrupt investors threw themselves from tops of buildings to cement and death below after the market crash of October 1929 triggered the Great Depression.

Once having enjoyed wealth, power, prestige, comfort and pleasure, it is hard to give up. Impossible, apparently, for those who committed suicide after losing their paper fortunes.

It is the same with cars. Once having enjoyed a luxury ride, it is hard to give up. But it's not impossible as the loss of no car, so far, is worth a dose of cyanide.

A Cadillac DeVille Concours, though, tests the mettle. The four-door luxury sedan arrived near the front door of the *Northwest Herald* with the Gold Key in the ignition. The key indicates the pampering is about to begin.

After a week of test driving, the Concours with the Gold Key intact departed in other hands from that same door.

With the 4.6-liter Northstar V8 engine, driving the Concours on the highway is akin to being at the helm of an ocean liner cruising across Wonder Lake. Smaller craft make way or at least seem insignificant in the grand scheme of navigation.

The plush interior helps insulate driver and passengers from the outside world. Naturally, since this car as tested costs \$43,952, the seats are leather. So are other trim elements in the car including arm rests, steering wheel and shift knob.

As exterior noise from roadway or engine cannot seep into the passenger compartment, silence prevails. Unless someone opens his or her voice or the AM-FM,

stereo cassette and compact disc sound system is turned on.

If the sound system is operating, the 11 speakers ensure that all ears are within range of a tweeter or two.

There are so many electronic marvels on this machine, it takes close to 20 pages for publicists to list them all in DeVille Concours brochures.

Several will suffice as examples. The Northstar engine has a "limp home" mode which means, if all the coolant leaks out, the engine will continue to operate on four of its eight cylinders at speeds up to 50 miles per hour for about 50 miles. Unless lost en route to Cody, Wy., this should get the driver to a motel, way station or home garage.

If not, utilize the cellular phone and OnStar system included with the test Concours. OnStar, via signals bouncing off satellites in space, connects the motorist's voice with a sympathetic ear in Troy, Mich.

The OnStar operator knows where the nearest tow truck is and will continue to monitor the situation until help has arrived.

Other services provided by OnStar from thousands of miles away include unlocking the vehicle, routing a lost driver back to civilization and finding a pleasant restaurant or lodge in which to rest in preparation for the morrow.

If a Concours with OnStar is in a head-on collision and the airbag is deployed, the system automatically goes into emergency mode by contacting area rescue personnel. This aspect of the system assumes that OnStar electronics are not destroyed in the collision.

There is an \$875 installation charge for OnStar and a \$22.50 monthly fee for the service. But,

hey, if \$43,952 is pocket change what can \$22.50 be?

Since luxury is the name of the game in a Concours, cellular phones need not be dialed either. Contact with family, friends or business associates can be done by verbally talking to the dashboard. Unbelievable? Yes, but true. It takes a little practice at following instructions and speaking in a distinct clear voice. As the telephone numbers are verbally spoken, the dialing is automatically and mechanically done.

For those who correlate elegance with size, the Cadillac Concours is huge. It weighs 4,052 pounds or about twice the weight, say, of a Geo.

If this monster is in a wreck, it should come out on top. Government accident statistics, by the way, heavily favor big vehicles over smaller brethren when it comes to life and death. What the government is loath to say is that if big is better, big also costs a lot and the little folk of this continent have to settle for less.

Gadgets include, but are not exclusive to, eight-way power seat positions, memory exterior mirror positions, memory climate control settings, and radio presets.

When rain falls, sensors detect the moisture and automatically activate the windshield wipers.

For more detail on the extravagance available on a Concours, see your neighborhood Cadillac dealer. "I see why people still buy these big and comfortable cars," said a passenger. "Once you get inside one, it's hard to get out. What a car. One of these days I think I'll buy myself a Gold Key."

NORTHWEST HERALD
1/17/97

ONSTAR Short Subjects

More affinity partner news: The winner of the Cadillac raffle at the 1996 NATIONAL ASSOCIATION OF REALTORS® Annual Convention & Trade Exposition, Nov. 15-18, in San Francisco received a car equipped with General Motors OnStar—an on-board electronic system featuring global positioning system satellite technology and a cellular phone.

It links the driver and the vehicle with the OnStar Center, where advisers use the latest computer databases to provide instant personalized information and service.

TODAY'S REALTOR
Washington, DC
Dec 1996

Roadside Assistance At The Touch Of A Button

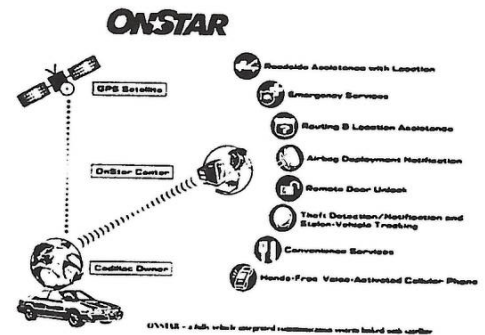
A driver whose car is equipped with GM's OnStar, the latest in hands-free, voice-activated communications technology, need not worry about roadside emergencies such as a medical need, running out of gas or having a flat tire. With OnStar, on 1997 front-wheel-drive Cadillacs, the driver can press the green 'OC' button on the automobile's cellular telephone to reach the 24-hour OnStar Center. When contacted, an advisor can pinpoint the location of the vehicle via Global Positioning System (GPS) satellite technology and a mapping database, and can dispatch the appropriate service provider to the car's location. Roadside assistance is just one of the many safety, security, information and convenience features of the automotive industry's first on-board integrated services systems.

ONSTAR EXPANDS

LOS ANGELES — OnStar, General Motors' navigation system, will provide extra information to subscribers about seven companies, including three hotel chains, starting in February. Subscribers to OnStar, which is available on Cadillacs, call operators for directions, emergency aid, concierge and other services. Under a deal announced last week, OnStar operators will have complete listings and information on the seven new OnStar partners: Mobil Oil, Fodor's Travel Publications, Promus Hotel Corp., Hilton Hotels Corp., hotel group HFS Inc., American Floral Services Inc. and LesConcierges. OnStar will be available on other GM cars in the 1998 model year.

Automotive News
JANUARY 6, 1997

JOURNAL
Paramount, CA
11/28/96



General Motors OnStar

This \$895 dealer-installed option turns front-wheel-drive Cadillacs into "smart" cars. Key elements are a cellular telephone, Global Positioning System satellite receiver, in-vehicle data network and the OnStar service center. Are you lost? An OnStar representative knows where you are and guides you to your destination. Forget your anniversary? Call OnStar and have flowers sent to your spouse. Lock your keys in the car? OnStar can command the vehicle to unlock itself. Car stolen? OnStar sends a distress signal. Look for this option to spread to other GM vehicles soon.

AUTOMOTIVE NEWS
12/30/96

Most famous 'track star'

On-Star -- GM's on-board tracking system, which is now in the Smithsonian Institute -- helps motorists 24 hours a day with traffic jams, hotel locations, and the nearest ATM. It can also open a car if the driver has locked the keys inside, offer roadside assistance, track and locate a stolen car, and call emergency services when an air bag has deployed.

JOURNAL SENTINEL
Milwaukee, WI
1/18/97

+ World's Greatest Cars

Spacious, Luxurious And Sure Footed

(NAPS)—Major improvements inside and out have given one popular spacious luxury car the sure-footed confidence of a sports sedan. The 1997 Cadillac DeVille Concours features a new five-passenger interior, a restyled exterior and extensive updates in the body structure, suspension and brakes. StabiliTrak, a computerized chassis control system that helps keep the car from skidding or spinning out of control, is standard on DeVille Concours.

DeVille Concours also features Cadillac's Northstar System, with its 300 horsepower dual-overhead cam V8 engine, Continuously Variable Road-Sensing Suspension, traction control, anti-lock brake system (ABS) and other advanced features.

For comfort, the interior of the

DeVille Concours has been extensively updated for 1997. New power bucket seats and a center console create true five-passenger seating. A new instrument panel features analog gauges, along with updated controls for the sound system and automatic climate control.

"The new model is the only vehicle in the world to offer three breakthrough safety and security technologies: StabiliTrak, side air bags and OnStar," says John O. Grettenberger, Cadillac general manager.

Experts report that the DeVille Concours competes in the large luxury car segment. With its blend of space and performance, it fits a unique niche between traditional domestic luxury sedans and ultra luxury vehicles like the BMW 740i and the Mercedes Benz S420.

TIMES
Maryville-Alcoa, TN
12/6/96

Cadillac's info system impressive

Driving should be an enjoyable part of life. But circumstances beyond our control can often take the fun right out of driving.

Imagine taking off for a cruise up the Pacific Coast Highway. But 45 minutes into what should be a 15 minute commute, you're mired in traffic, with no end in sight, and your low fuel light is flashing.

Situations like this are some of the frustrations expressed when Cadillac and its technology partner

OnStar — asked consumers what worries or annoys them when driving their cars.

Available on all front-wheel-drive 1997 Cadillacs, OnStar is a revolutionary new in-vehicle information and communications service that can help alleviate many of the worries and annoyances of daily driving. By providing a variety of safety, security and convenience features, all of which can be easily accessed through

voice commands or dedicated buttons on the specific fixed cellular phone.

The system works by linking the cellular telephone in the car to the Customer Assistance Center, then relaying data about the position of the vehicle to the center. The driver can access OnStar through a pair of dedicated buttons on the phone — one for routine assistance and one for emergency help — or by using the voice activated dialer on the phone for safer, hands-on-the-wheel, eyes-on-the-road driving.

OnStar research involved almost 500 customers in the luxury car market in 19 areas across the United States. Consumers listed the features they would most like to have in their vehicles. "The research showed that drivers want services that help alleviate safety concerns and instantly assist them with everyday traffic and navigation hassles," says Karl Pierce, Cadillac's assistant general sales manager of 9 service and sales promotion. "GM's OnStar communication and service technology not only provide Cadillac customers

with peace of mind, but can help improve any driving experience," Pierce says.

Drivers are looking for alternative solutions to driving annoyances and concerns, according to the research. And since those circumstances change for each person day to day, customers said a combination of services offering simple, elegant, flexible solutions would be an excellent value.

Cadillac customers will pay less than \$1,000 for OnStar's broad range of services. In fact, if a consumer were to go out and purchase after-market products with the same benefits as OnStar, they would have to buy at least four separate products at a total cost of more than \$4,000.

SENIOR WORLD OF SAN DIEGO
El Cajon, CA
Dec 1996



OnStar Awards

☆ *Smithsonian Technology Award -- June 3, 1996*

OnStar won the coveted 1996 Computerworld Smithsonian Award for Technology Innovation in Transportation. The award cited OnStar for "its innovative application of technology for the auto industry which is destined to change our driving experience forever." OnStar is now included in a technology exhibit at the Smithsonian Institution.

☆ *Future Vision Award -- Cellular Transportation Industry Association, October 8, 1996*

OnStar was selected by the CTIA to receive a Future Vision Award. The CTIA annually recognizes companies that have made great strides in the areas of data products, software products, and end-user applications. Because the OnStar technology encompassed each of these three areas, the CTIA recognized OnStar as a highlight of the future. OnStar is the first recipient of this award.

☆ *Popular Science -- 1996 "Best of What's New" Award*

OnStar was selected by the editors of Popular Science magazine -- who annually review thousands of new products, technology developments, and scientific achievements -- to receive an award for distinction as the "Best of What's New" for 1996.



System Ordering Guide

Application	Kit Number
1997 Eldorado/ETC	12370876*
1997 DeVille/d'Elegance/Concours	12370877
1997 Seville SLS/STS	12370878*
1996 Eldorado/ETC	12370873*
1996 DeVille/Concours	12370874
1996 Seville SLS/STS	12370875*

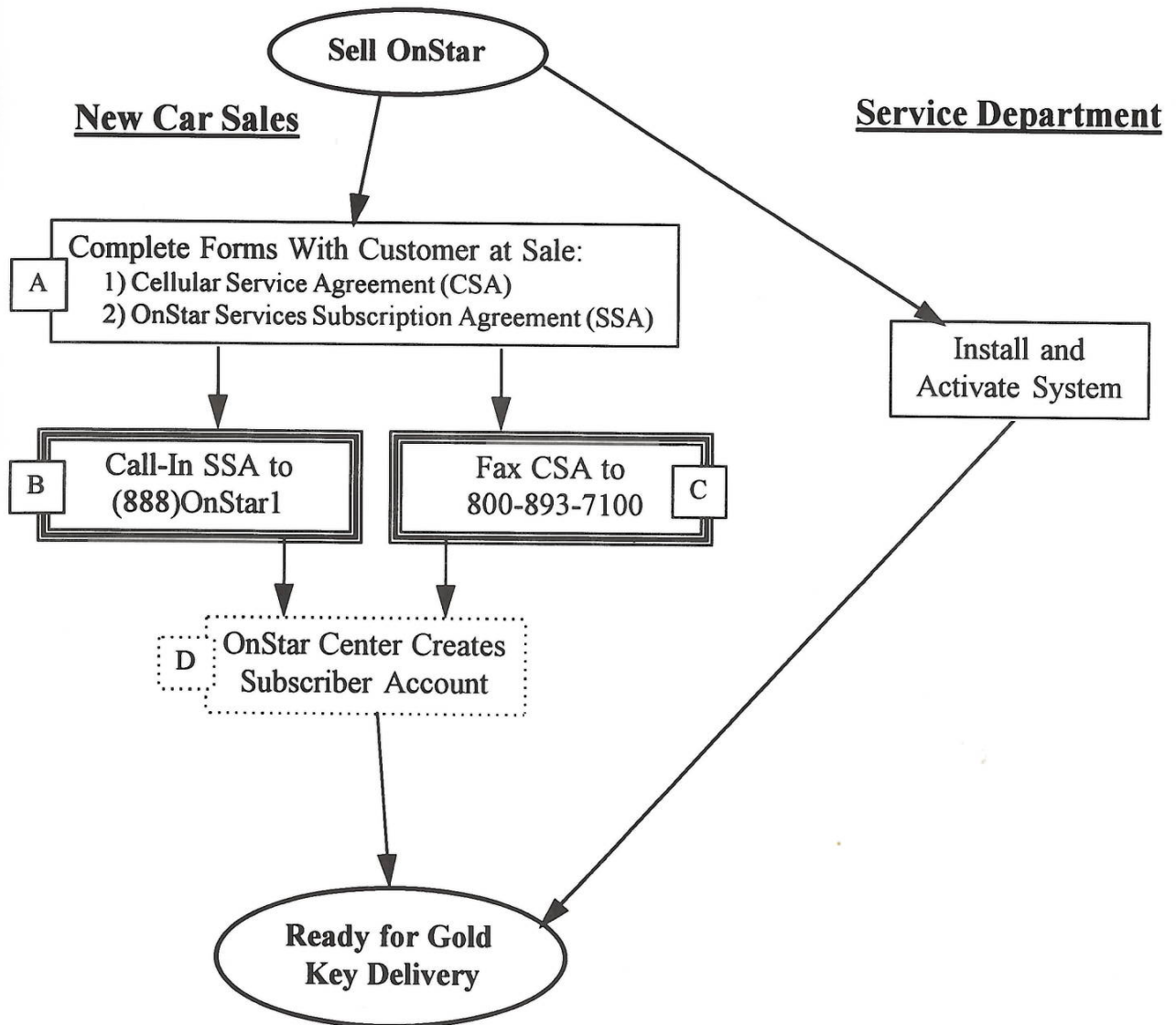
* see note 2 below

Notes:

1. All kits listed above contain the following:
 - Vehicle interface unit
 - Vehicle communication unit
 - Mobile handset (designed to be mounted inside the vehicle's front bench seat center armrest or full console if the vehicle is so equipped)
 - Cellular and GPS antennas
 - Step-by-step installation guide
2. All necessary hardware (except on Eldorado and Seville with mini console -- see note 2) A separate external phone mounting hardware kit (SPO # 25639824) must be ordered in addition to the kit listed above for Eldorados and Seviles equipped with a mini console. The phone handset cannot be mounted inside a mini console.
3. Currently, orders received by 9 P.M. E.T. will normally be delivered to your dealership by noon the following day.
4. OnStar services must be activated when an OnStar system is installed in a vehicle.



How Do You Install and Activate Onstar? (Sales Department)



(888)667-8271 Call Prompts

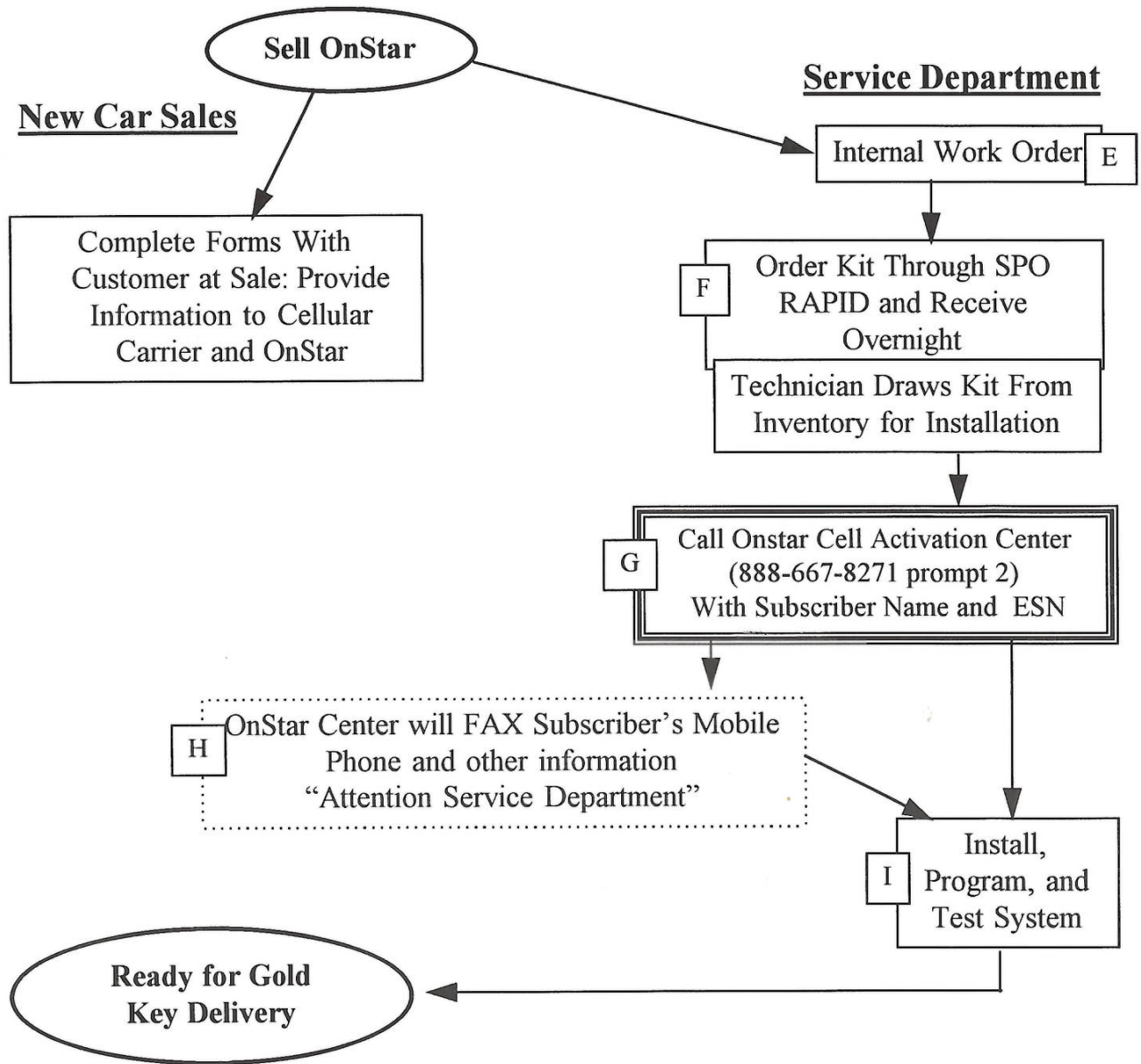
- 1 - OnStar Subscriber Enrollment
- 2 - OnStar Cellular Activation
- 3 - OnStar Vehicle Configuration
- 4 - OnStar Installation Difficulties



Dealer Communicates
with OnStar Center



How Do You Install and Activate Onstar? (Service Department)



(888)667-8271 Call Prompts

- 1 - OnStar Subscriber Enrollment
- 2 - OnStar Cellular Activation
- 3 - OnStar Vehicle Configuration
- 4 - OnStar Installation Difficulties

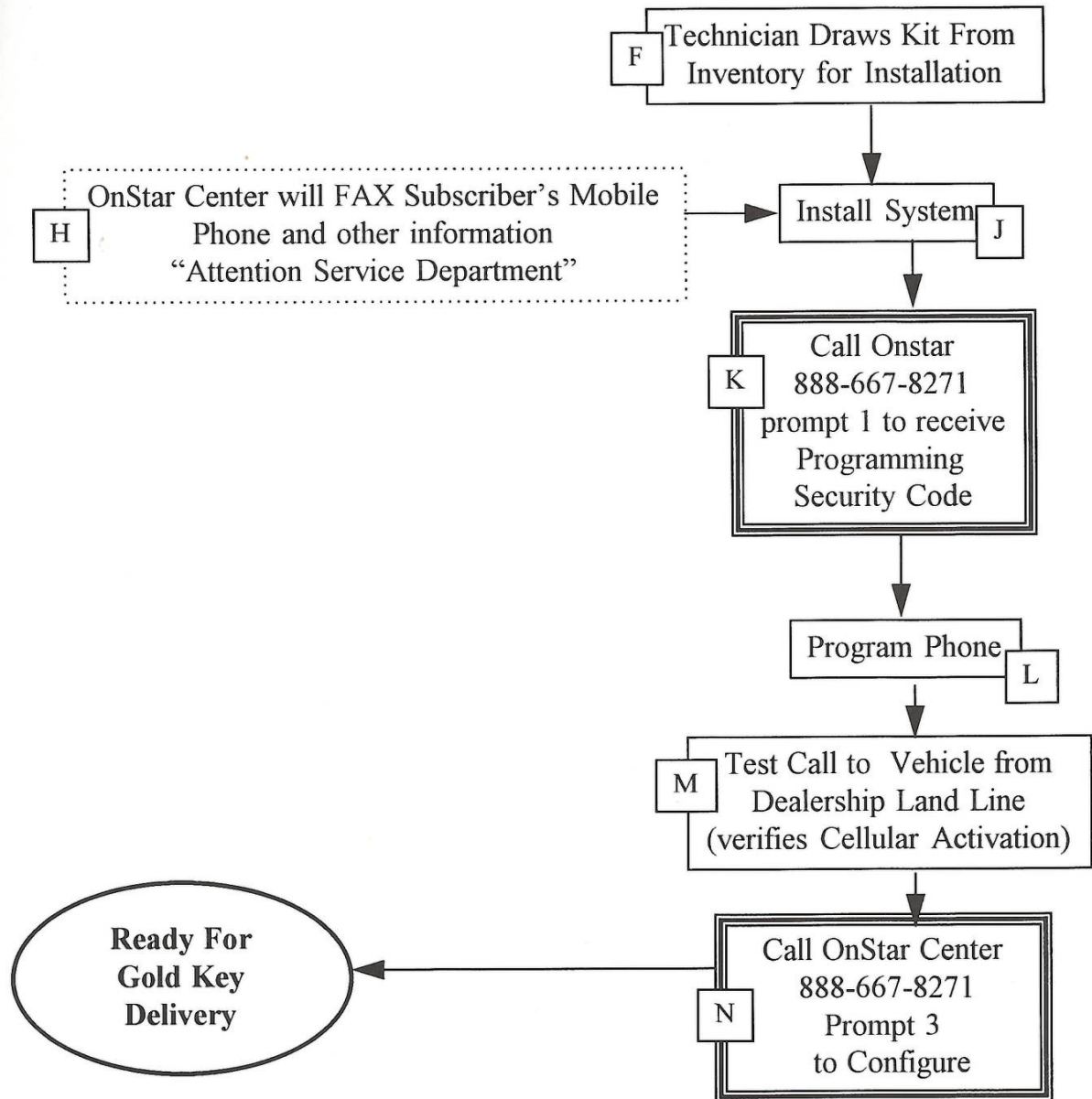


Dealer Communicates with OnStar Center



How Do You Install and Activate Onstar? (Installation and Testing)

Service Department



(888)667-8271 Call Prompts

- 1 - OnStar Subscriber Enrollment
- 2 - OnStar Cellular Activation
- 3 - OnStar Vehicle Configuration
- 4 - OnStar Installation Difficulties



Dealer Communicates
with OnStar Center



Retail Pricing Summary

OnStar hardware: \$895 + dealer installation charge

- Installation usually takes less than two hours
- Hardware kit includes:
 - Hands-free, voice-activated cellular phone
 - Vehicle Integration Unit
 - Vehicle Communication Unit with GPS capability
 - GPS and cellular antennas

OnStar Service Subscription Prices:

- Subscription Plans: (total amount collected at time of sale)

Best Deal!			
<u>12</u> <u>months</u>	<u>24</u> <u>months</u>	<u>36</u> <u>months</u>	<u>48</u> <u>months</u>
\$270	\$498	\$711	\$900

Total savings
over 12-month
subscription

\$42

\$99

\$180

- Optional monthly billing available: \$22.50 per month (billed to subscriber's credit card). Notes:
 1. Subscription prices are subject to state and local sales tax in Florida, New Jersey, New York and Texas.
 2. All OnStar services are included, but cellular phone airtime is billed separately by the local carrier.
 3. \$22.50 monthly fee is guaranteed for two years for customers who keep the same package/same vehicle.
 4. Subscribers are entitled to all services currently offered for the duration their subscription.
 5. Future services may be optional with an additional charge.

Alternate Carrier/Transfer Fee: \$50.00 (collected at time of sale)

- Fee applies if . . .
 1. Phone activation is with other than the OnStar preferred cellular carrier.
 2. The customer has a current cellular contract and wants to transfer that number to the OnStar installation.
- The fee does not apply to new activations through OnStar with preferred cellular carriers.



Leasing Summary

Residualization:

- Amount to be added to MSRP to calculate residual = \$500 for the OnStarSM System
 - ◊ Applies to new 1997 vehicles only
 - ◊ Note: Amount for the Delco fixed phone is \$400.
- Residual amount is calculated by adding the flat amount for the option to the vehicle's MSRP and multiplying by the applicable residual percentage.
- All equipment residualized must remain with the vehicle at lease termination.

Capitalization

- OnStar Hardware, Installation and Service Fees **can** all be capitalized in a lease.
 - ◊ Capitalization of up-front payment plans for OnStar service into the lease should be encouraged as a way to increase convenience for the customer (avoids \$22.50/mo. fee)

Supporting Information:

- GMAC Residual Value Lease Guide
- Cadillac DCS message dated August 29, 1996



Warranty Information

OnStar is warranted under the General Motors New Vehicle Limited Warranty period, but in no event less than 12 months/12,000 miles from the date of installation. Customer abuse is NOT eligible for warranty exchange (i.e., handsets with cracked case or water damage). During the warranty period, the Dealer must provide to the Service Center an ACD-1078A claim form with the Dealer section completed. The completed ACD-1078A claim form must accompany the return of the inoperative unit to the Service Center.



Basic Phone Operation

Making a Call

Turn on the phone with the power button. Hold the power button down until the phone activates. Push the number keys until the number you want to call is displayed. Push SEND. When the call is over press END. This terminates the call and your cellular charges.

Receiving a Call

When the phone rings, push SEND. When the call is over press END. This terminates the call and your cellular charges.

Voice Recognition/Hands Free/Steering Wheel Controls

Voice Recognition Basic Usage

Veronica is the name that has been given to the voice recognition system on your phone. The following information and tips will help you get the best possible usage from this system.

Your OnStar cellular telephone has been programmed to respond to a variety of voices and accents. You should speak distinctly in a normal speaking voice. You do not need to speak loudly, just clearly. Try to see how little volume Veronica needs to hear and understand you. You will probably be surprised at how quiet you can speak and still be understood. Speak numerical digits one at a time. The phone recognizes the following spoken digits: "Oh," "Zero," "One," "Two," "Three," "Four," "Five," "Six," "Seven," "Eight," "Nine," "Star," and "Pound."

Calling with Voice Recognition

To place a call with the voice recognition system, power the phone on and, follow the directions below.

You	Veronica
Push PHONE steering wheel toggle up for 2 seconds (or with the phone in the cradle push FCN key then the 8 key.)	Will respond with "Ready"
Say, "Dial"	"Number please"
Say each number (pause for beep or voice repeat after each number)	Will respond after each number with a beep or will repeat the number.
To correct one wrong number say "Clear," To start dialing over, say, "Cancel"	Will respond with, "Cleared" or if canceled, "Ready"
After you have spoken all the numbers needed to make your call, say, "Call"	Will respond with, "Dialing"
Push END toggle down to end all calls or push END on the phone handset.	No response to ending a call.



Name Storing

To store a name and number in memory using voice recognition, power the phone on and, follow the steps below.

You	Veronica
Push PHONE steering wheel toggle up for 2 seconds.	Will respond with "Ready."
Say, "Dial."	Will respond with "Number please."
Say each number (pause for a beep or voice repeat after each number).	Will respond after each number with a beep or will repeat the number.
After you have said the complete phone number, say, "Verify."	Will respond by repeating the entire phone number.
After the numbers are repeated say, "Store."	Will respond with, "Name please."
Say only the name you want to use to recall the number you have just entered (e.g. home, work, office, etc.).	Will respond with, "Again."
Say the name again.	Will respond with, "Again."
Say the name again.	Will respond with, "Stored."

Name Recognition

To make a phone call to a number which has been stored in Voice Recognition, make sure that the phone is powered on and follow the steps below.

You	Veronica
Push the PHONE toggle up for 2 seconds.	Will respond with, "Ready."
Say, "Name."	Will respond with, "Name please."
Say, "Home," or whatever name-tagged number you wish to call.	Will respond with a beep and the number will display.
To call that number, say, "Call."	Will respond with, "Dialing."



Storing and Tagging a Number Manually

Turn on the phone with the power button. Hold it down until the phone activates.

Push the number keys until the number you want to store is displayed.

Press STO

The phone will select the next empty memory location and display it. If you want another location, simply press the keys for any unused memory from 1-99.

Press STO

The phone will respond with TAG?

If you want an alphabetical (name) tag, use the corresponding letter keys on the handset to "type" it in. The first press will give you the first letter, second, second and third, third. In other words if you wanted to enter "Home," you would press 4 twice to enter the "H," 6 three times to enter "O," 6 once to enter "M," and 3 twice to enter "E." The letters Q and Z are located on the number 1 key. Use the (#) key to separate letters if necessary. You will only have to use the # key if the next letter is located on the same numeric key as the last.

Press STO

The phone will respond with Voice Rec? on the handset display.

If you want a voice tag, toggle to Yes with the volume key on the left side of the phone, then press STO. "Veronica" will prompt you to say the name 3 times. Speak clearly, but not loudly. When finished, Veronica will respond with "Stored".

If you do not wish to use voice recognition, press STO while "NO" is showing on the display. This will finish the storage process.

Calling with Stored Number Manually

To call a number that you have previously stored, power on the phone, and follow the steps below.

Press RCL

Enter the number of the memory location requested (1,5,27, etc.)

Press SND to initiate the call

After completing the call press END.

Or to dial a stored number when you don't know it's memory location, power on the phone, and follow the steps below.

Press RCL

Scroll the phone memory using the phone handset volume controls, (or the steering wheel control SELECT toggle) until the desired number is found.

Press SND to initiate the call.

Press End when the call is completed



Recording

Your OnStar cellular telephone enables you to record memos for up to two minutes. This feature is especially useful for recording directions that you request from the OnStar Center. The memo recorder can also be used to record directions or information from other callers, or to record your own voice.

To use the memo record, with the phone powered on, follow the steps below.

Press FCN6.

Press STO to start recording.

Press STO to pause recording.

You can press STO to pause the recording several times to help save recording time.

You must press the END button before you are able to playback the recorded message.

Press RCL to playback. Press RCL again to pause playback.

Press * to rewind the message.

Press # to fast forward to the desired playback point.

Press STO twice to erase the message.

Troubleshooting

Voice Recognition Problems

If you are having problems with the voice recognition system ("Veronica"), follow the steps below to correct.

With the car running, power up the phone.

First, set the speaker volume.

Press FCN key and the number 5,

Use the volume keys to toggle until "speaker" is on the display.

Press STO key.

Use the volume keys to increase or decrease the number of bars on the display until you have 4 bars on the display.

Press STO.



OnStar System Limitations

OnStar is a wonderfully innovative set of features and services that will become indispensable to most customers. However, as with any product, OnStar does have limitations. What follows is not intended to be all inclusive. It is intended to outline the major limitations of OnStar.

Global Positioning System

Vehicle positioning information is relayed to the OnStar Center ONLY when the OnStar 'green' button is activated by the driver or in the case of emergency service requests. The OnStar Center will not be able to track vehicle location if OnStar is not activated.

The customer should avoid placing objects on the rear package shelf that may block GPS antenna reception. Of particular concern are metallic objects and devices that emit radio waves (radios, scanners, computers).

Because of the GPS antenna mounting location, satellite signals coming from the forward end of the vehicle are blocked. The large number of available GPS satellites will normally prevent this from being a problem. However, if the rear of the vehicle is blocked by a garage, building, or other overhanging structure, the GPS antenna may not be able to acquire enough satellites (minimum 3) to provide position information.

Cellular Phone Issues

Service Is Restricted To The 48 Contiguous States

OnStar Center assistance can be activated anywhere within the 48 contiguous United States. If an activation occurs outside of the 48 states, the OnStar Center will not be available.

OnStar Is Inoperative If Cellular Phone Is Inactive Or Inoperative

OnStar uses the cellular phone and will not operate if the cellular service has not been activated or if the cellular phone is inoperative.

OnStar is powered by your vehicle's battery and will not operate if the battery is discharged or disconnected.

Inoperative If Cellular System Is Busy

In a particular area, the local cellular system can only handle a limited number of cellular calls at a given time. Once maximum volume has been reached, additional callers are denied access. If an OnStar activation occurs in such a situation, a fast repeating beep will occur. If, after several attempts, a cellular channel cannot be obtained, the OnStar assistance request will be terminated and the phone will return to its normal operating mode.

Inoperative If Cellular Signal Is Marginal Or Unavailable

Since OnStar uses the vehicle's cellular phone, it can only be operated in geographic areas where cellular coverage is available. Although approximately 89% of the US population lives and works in cellular coverage areas, there are various rural and mountainous areas where coverage is marginal or does not exist. If an OnStar activation is requested in such an area, the message "NO SERVICE" will be displayed in the Driver Information Center (DIC). If after several attempts cellular service cannot be obtained, the assistance request will be terminated and the phone will return to its normal operating mode.



OnStar System Limitations (continued)

Vehicle Positioning Capability Degraded If Satellite Signals Are Obstructed

Vehicle positioning is accomplished by receiving and interpreting signals transmitted by satellites. If the signals are obstructed, positioning capability could be degraded or lost. This situation would be most prevalent in urban areas where tall buildings are located. Tunnels, underpasses, parking garages, trees and similar structures could also adversely affect positioning performance. Under these conditions, the system will operate, but the OnStar Center could have difficulty identifying your current location. The last valid position before the obstruction is retained, however, and can be sent. The OnStar operator may depend on the vehicle driver to provide verbal information regarding the vehicle's location if such an obstruction occurs.

Potentially Inoperative if Vehicle is in an Accident

If your vehicle is in an accident, OnStar's electrical power could be interrupted, or its components damaged, potentially rendering OnStar inoperative.

If Voice Communication Cannot be Established Following an Accident.

If a roadside assistance or emergency service activation occurs and the OnStar operator cannot establish voice communication, police assistance will be dispatched to the vehicle.



FREQUENTLY ASKED QUESTIONS

What is OnStar?

The OnStar System is a dealer installed option available on '96 and '97 front-wheel-drive Cadillacs. The OnStar organization is a new division of General Motors.

Is OnStar available on other cars?

We are planning to offer OnStar on the Catera and other GM vehicles for '98.

Is OnStar available with any type of cellular phone?

No. The OnStar System includes a unique, hands-free, voice-activated, dual-mode phone that is fully integrated into the vehicle.

Who staffs the service centers?

A set of highly motivated and dedicated customer-service advisors are specifically trained to deliver OnStar services. The goal of the OnStar Center is to immediately respond to all calls.

Where is the service center?

The OnStar Center is located in southeast Michigan. Calls to the Center are toll-free from anywhere in the U.S.

Will OnStar locate my spouse or someone who borrows my car?

No. OnStar will only locate a car if it has been reported stolen, when the front air bags deploy or if the Emergency Services button is pushed. In any case, tracking will only be done in conjunction with the proper authorities, such as the police.

How is privacy protected with this service?

General Motors takes the issue of privacy very seriously. The OnStar Center's experienced customer-service professionals will relay vehicle information to subscribers only with an appropriate PIN/password protection. At the subscriber's request, this information will be provided to authorized 911, police, fire, ambulance or roadside-service providers.

Will anyone be able to tell whether I have this service by looking at my car?

The only evidence of the OnStar System is a fixed-mast cellular antenna and a cellular telephone that is integrated and storable in the center armrest/console. All other components of the system are hidden. Subscribers are also mailed a small window sticker which they have the option of displaying.

What happens if someone steals my car and disables the phone?

Depending on the specific situation, OnStar may still be able to locate the car.

Do police and fire departments know about OnStar?

Yes, they are learning about us through the National Emergency Notification Association (NENA).

If a car is stolen, will the OnStar Center shut it down?

No. We will track the car and notify the police.

Do other providers use the same satellites as OnStar?

Yes. All providers of GPS-related services receive signals from the same government GPS satellites.

The OnStar Center communicates with your car via the cellular phone.

Will OnStar be able to unlock a car if it is parked in a garage, under an overpass, in a tunnel, etc.?

Yes, as long as cellular service is available.

Is service available everywhere in North America?

OnStar service is presently available in all major metropolitan areas of the United States (except Alaska and Hawaii) and covers 92% of the population – the same percentage as currently covered by cellular communications. OnStar services are not available outside the U.S. at the moment. Canada will be added at a future date.

Does a vehicle with OnStar qualify for a discount on auto insurance?

Presently, all Cadillacs typically qualify for the maximum discount on auto insurance available for theft-deterrent systems. This is because all Cadillacs already come with PASS-Key II and other anti-theft features. Subscribers should still mention to their insurance agent that their car is equipped with OnStar in case additional discounts are available.

OnStar Phone Numbers (All Toll-Free)

OnStar Center Dealer Help Line (Sales, Installation & Activation Questions) 8:00 A.M. to 9 P.M. Eastern Time	888-ONSTAR-1 (888-667-8271) Fax: 800-893-7100
OnStar Sales & Marketing (Public Relations/Press Hot Line)	800-70-STAR-1 (800-707-8271) Fax: 800-897-8272
OnStar Service Certification System (Enrollment/Technical Certification)	800-331-0199 Fax: 800-714-7610
Sales Incentive Report Line (OnStar Delivery Reports)	888-285-8897
OnStar Consumer Information (Customer Literature Request Hotline)	888-ONSTAR-7 (888-667-8277)

(over)

More OnStar "FAQs"

Pricing

How much does OnStar cost?

The suggested retail price of the system is \$895 plus installation (two hours) and includes a hands-free voice-activated phone. In addition, there is a service fee of \$22.50 per month. One-, two-, three- and four-year subscriptions are also offered for added convenience and/or a savings over the monthly price. Cellular air time is billed separately by the carrier.

Will OnStar's fee be incorporated into the cellular bill?

OnStar subscribers are billed monthly through their credit cards. The subscriber can also purchase a one- to four-year OnStar subscription. Cellular phone airtime is billed by the cellular carrier separately from any OnStar billing.

Will the OnStar fee increase as new services are added?

New subscribers are guaranteed the same \$22.50 rate for two years. All subscriptions will be honored for the duration of the contract. New services may be optional with an additional charge.

How was the residual value determined for OnStar?

The residual amount for the OnStar System is ALG's best estimate of what the system will be worth at the end of a lease. OnStar currently has a higher residual value than any other system.

Sales & Ordering

How are OnStar kits ordered and what is the lead time?

Orders placed by 9:00 P.M. Eastern Time through RAPID will be delivered by noon the next day. Non-Rapid Dealers should call GM Service Parts Operations Customer Assistance Center - Direct Ship Department. All dealers must have a technician certified to install OnStar before ordering.

What is OnStar's return policy?

OnStar kits are non-returnable items. The VIU, VCU and mobile

handset are serviceable on an exchange basis through the Delco Exchange Center. All other kit components are Dealer purchase items for service.

Is there a program to support OnStar demonstrator vehicles?

Yes. OnStar provides a free services subscription for one dealer demonstrator car. When dealers equip a demonstrator with OnStar, they should indicate on the Service Subscription Agreement that the vehicle is a demo. Dealers should order at least one demo system.

Can you keep your current cellular carrier or use one other than the one recommended by OnStar?

Although it is possible to transfer your current cellular service, customers must be encouraged to select the OnStar-preferred carrier since they will be better equipped to support new features. In the case of a transfer or non-preferred carrier, OnStar currently charges a one-time fee of \$50.

Can the subscriber buy the GM OnStar System and activate the OnStar services later?

No. Subscribers must fill out a Services Subscription Agreement (SSA) and activate OnStar service when buying an OnStar-equipped vehicle.

Installation & Activation

How difficult is the system installation and who will bear the cost of installation?

OnStar can usually be installed in less than two hours with normal shop tools. Installation is not part of the manufacturer's suggested retail price.

Have you streamlined/changed the activation process used for the '96 phones?

Yes. The activation process is completely different and much simpler. Dealers basically only need to complete one or two forms with the new subscriber and OnStar does the rest of the paperwork:

1. Sales Department faxes a completed Cellular Service Agreement (CSA) and OnStar Services Subscription Agreement (SSA) to the OnStar Center (800-893-7100) before the system is to be installed in the customer's car.

2. Service Department faxes or calls the OnStar Center with the cellular phone "ESN" contained in the OnStar kit to be installed. Once the system is installed, the technician calls 888-ONSTAR-1 for a mobile phone number and system identification number. Instructions on how to program and test the system are also provided.

If the car is sold, can the new owner activate OnStar?

Yes. The seller should cancel their subscription at the time of sale. The new owner then contacts the OnStar Center to sign-up for OnStar service.

Phone/Hardware-Related

Is the OnStar phone the same as the 1996 Cadillac phone?

No. OnStar's Model OSVR-1 includes a new microphone, two dedicated buttons on the handset, new internal components, software, and a new control box called the Vehicle Integration Unit (VIU).

Can an owner remove OnStar equipment from the car when it is sold and install it in another car?

The system cannot be removed if it is residualized in a SmartLease contract. If purchased, we still recommend not removing the system since it is not designed to be reinstalled into another vehicle. Additionally, OnStar does not warranty systems transferred to a vehicle other than the one in which it was originally installed.

Is there a program through OnStar to offer a retrofit deal for owners of '96 phones?

No. Defective phones should be replaced/exchanged under normal warranty as directed by Delco or Cadillac.



OnStar Contacts

OnStar Center Dealer Help Line
(Sales, Installation & Activation Questions)
8:00 A.M. to 9 P.M. Eastern Time

888-ONSTAR-1
(888-667-8271)
Fax: 800-893-7100

OnStar Sales & Marketing
(Public Relations/Press Hot Line)

800-70-STAR-1
(800-707-8271)
Fax: 800-897-8272

OnStar Service Certification System
(Enrollment/Technical Certification)

800-331-0199
Fax: 800-714-7610

Sales Incentive Report Line
(OnStar Delivery Reports)

888-285-8897

OnStar Consumer Information
(Customer Literature Request Hotline)

888-ONSTAR-7
(888-667-8277)



THIS BUTTON WILL CHANGE THE WAY YOU **feel about driving.**



OnStar.

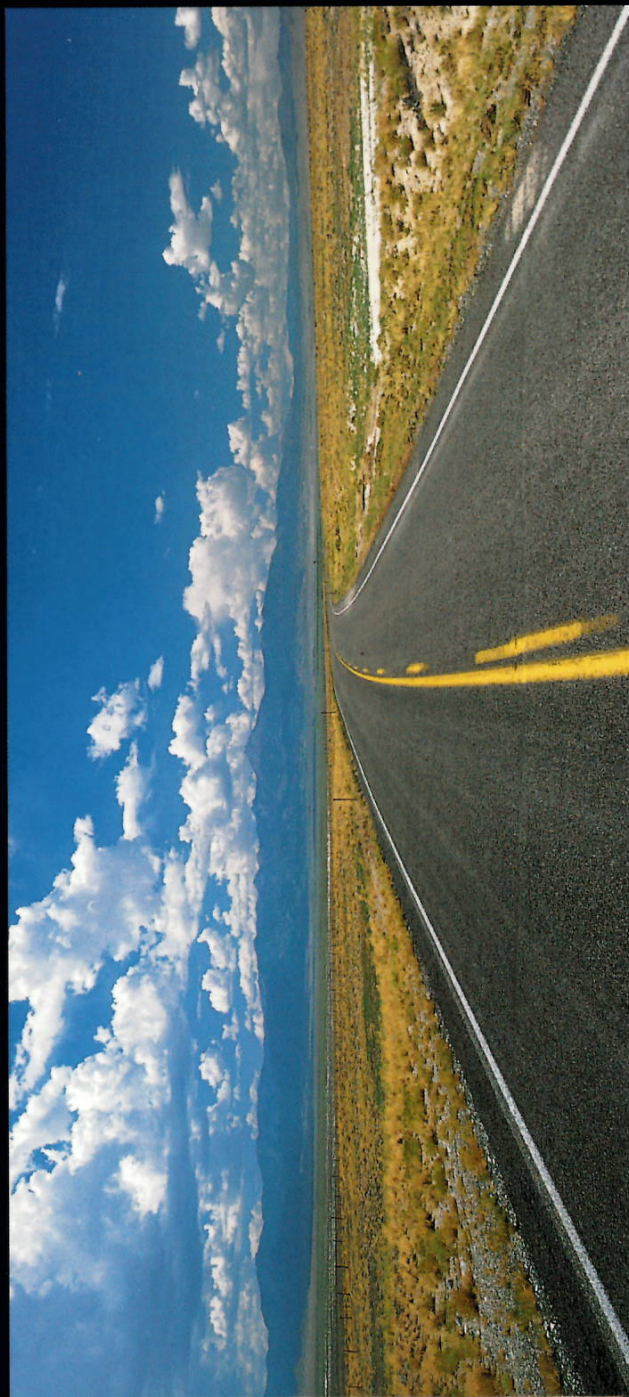
A WHOLE NEW DRIVING EXPERIENCE IS HERE.

ASK FOR IT ON YOUR NEXT CADILLAC.



If you have ever wished for simple solutions to the inconveniences of everyday driving, you need look no further. OnStarSM is available now, exclusively on the 1997 Cadillac DeVille, Seville and Eldorado. With this new communication system, we are taking safety, security and convenience in the right direction — wherever you happen to be headed.





**“The services provided by OnStar
are only limited by your imagination.”**

AUTOMOBILE INDUSTRIES MAGAZINE

ONSTAR MEANS GETTING HELP WHERE YOU LEAST EXPECT IT.

If you need urgent assistance, even miles from nowhere, press the red OnStar Emergency Services button and we call for help. The OnStar System will also make a call if you cannot. In the event of an accident in which your front airbags deploy, and as long as the car's electrical and phone systems remain operable, your OnStar System will automatically notify the OnStar Center, who will alert the nearest emergency services provider.

OnStar professionals can also handle other types of roadside problems — from a flat tire under the hot Arizona sun, to an empty tank of gas along the Maine coast. And getting help fast is as easy as pushing a button on your OnStar phone. That's because every Cadillac with the OnStar System is encoded with identifying information and Global Positioning Satellite technology, which can locate your Cadillac in just seconds.



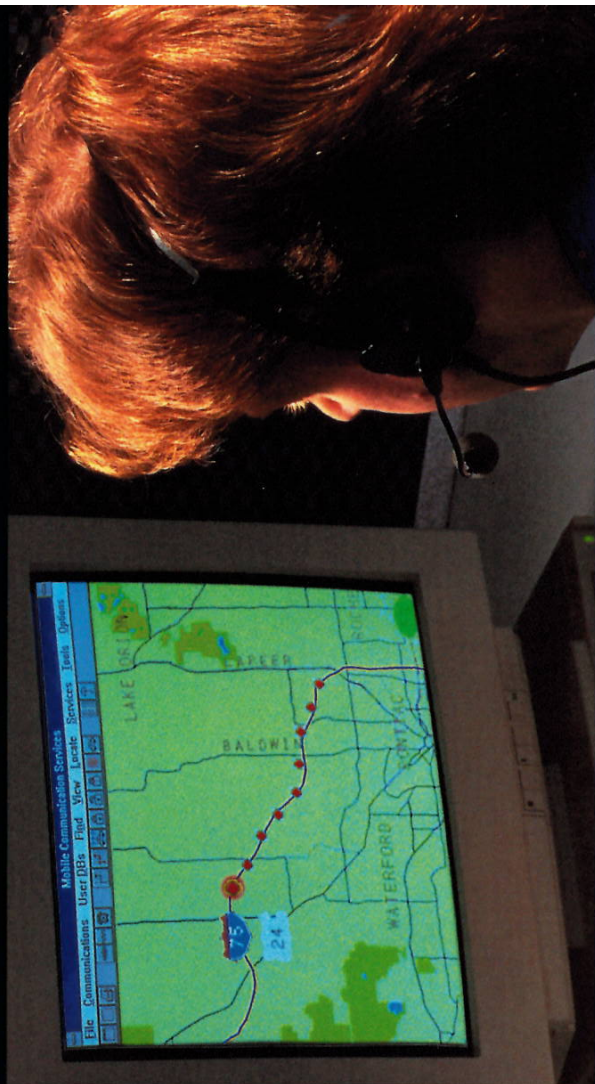
ONSTAR MEANS TRACKING A THIEF ON THE RUN.

Security. With it comes the peace of mind that you, as a Cadillac owner, deserve. OnStar combines reliable theft detection with satellite technology so your Cadillac can virtually take care of itself.

OnStar monitors the car's theft-deterrent system and, should it be activated, automatically sends a cellular signal to the OnStar Center. An advisor at the Center then contacts you to verify that the car has, in fact, been stolen, and immediately notifies the proper authorities.

The OnStar Center can even track a stolen vehicle on the move, helping police recover it quickly to minimize potential damage. Together, these protective features help make Cadillac one of the smartest cars you can buy.





**“General Motors has come up with
the ultimate safety system called OnStar.”**

CHICAGO TRIBUNE



“The smartest car I ever met.”

JEAN LINDAMOOD
AUTO CORRESPONDENT, GOOD MORNING AMERICA

ONSTAR MEANS FINDING A RESTAURANT JUST DOWN THE ROAD.

In addition to finding you a bite to eat when you start to feel hungry in your car, OnStar offers a wide array of convenient services that save time and relieve stress. Say, for example, that you have locked your keys in your Cadillac. No problem. Just call the OnStar Center and arrange to have the doors unlocked automatically.



Or imagine getting lost miles from your destination. OnStar advisors will work with you to see that you get to familiar ground — and all the while your hands-free, voice-activated cellular phone can record the dialogue in case you need a reminder. Add to all of this a host of other amenities, including locating the nearest hotel, service station, hospital, repair service or ATM, and you may never want to leave your Cadillac with the OnStar System again.

HOW DOES ONSTAR MEASURE UP? LET'S PUT IT THIS WAY.

PERSONAL SAFETY

- ★ Automatic notification of airbag deployment
- ★ Roadside assistance with location
- ★ Emergency services button

VEHICLE SECURITY

- ★ Theft detection and notification
- ★ Stolen-vehicle tracking

CONVENIENCE

- ★ Remote door unlock
- ★ Routing support
- ★ Helpful services
- ★ Hands-free, voice-activated cellular phone

ADDED VALUE

- ★ Increased long-term/resale value of car
- ★ Value capitalized/ included in lease payment

F E A T U R E S	OnStar	Lojack	Lincoln RESCU	Airtouch Teletrac	OnGuard Tracker ATX Research
Cellular Phone	X		X		X
Hands-Free, Voice-Activated Cellular Phone	X		X		
GPS Technology	X		X	X	X
Vehicle Integration	X				
Airbag Deployment Notification	X				
Roadside Assistance with Location	X		X		
Emergency Services Button	X		X		X
Remote Door Unlock	X			X	X
Theft Detection and Stolen-Vehicle Tracking	X	X		X	X
Convenience Services	X				
Routing Assistance/ Navigation	X				X

Based on available competitive information as of 9/1/96.



Feeling in command of the road has never been so simple. And OnStar only gets better: we plan to add additional features on an ongoing basis that will make driving even safer and more convenient for you. In the meantime, to see what OnStar can do for you now, visit your Cadillac dealer for a demonstration. Find out how OnStar technology and customer service can raise driving to a higher standard. A standard, we might add, that only your Cadillac dealer can deliver.





WINNER OF THE 1996 COMPUTERWORLD SMITHSONIAN AWARD.

OnStar was recognized for

“its innovative application of technology
for the auto industry

which is destined to change our driving experience forever.”

