

CAR CORNER

Getting Personal About Your Vehicle

(NAPSA)—When it comes to buying vehicles, it seems consumers now say “my way or the highway.”

Vehicle personalization (which can range from adding a backseat DVD player to bigger tires and wheels) is a hot segment in the automotive industry, with 70 percent growth in the last six years. And, with almost 80 percent of consumers saying that they have purchased accessories for their vehicle and plan to do so again, this \$34 billion business isn't expected to flatten out anytime soon.

One automaker makes it clear that customers are in charge when it comes to personalizing their cars.

“Customers have many choices when it comes to purchasing accessories,” says Nancy Philippart, executive director, GM Accessories. “General Motors’ goal is to make it possible for them to get their vehicle equipped exactly the way they want it, at the time they take delivery from their GM dealership.”

Personalization By Design

According to Philippart, General Motors offers accessories for all of its vehicle models.

In fact, the company was the first to dedicate a design studio where accessories are specifically designed for each of its vehicles. The company says that drivers can be confident that the accessories they purchase will give them a styled appearance along with the best fit possible.

“Our advantage is that we know our vehicles better than anyone,” Philippart says.



GM's 2-Way Advanced Remote Start System.

That way, according to Philippart, when customers use an accessory designed by GM, they know it will look great and won't compromise the performance of their vehicle—especially important when considering adding electronics products.

Comforts Of Home

More and more, consumers expect the conveniences of home in their vehicle. “Because our customers and their families are spending more time than ever in their vehicles, we want to provide them with electronics that will make that time more enjoyable and their vehicle easier to use,” Philippart says.

Customers can now enjoy sophisticated electronic accessories on many select GM vehicles, including:

- GM's Personal Audio Link iPod accessory—a nifty plug-in that allows users to operate their iPods using the vehicle's radio controls, while it charges itself.
- Portable overhead DVD sys-

tem with a 10-inch screen that can be used in the vehicle, at home, in a plane or hotel room.

- A two-way “advanced remote start” key fob that allows drivers to see if the doors are locked or unlocked, determine whether the engine is running, check security status, find out current odometer mileage, see remaining fuel, check tire pressure in all four tires and change radio station presets.

Accessories that are permanently installed at the time of new vehicle delivery are also fully backed by GM's New Vehicle Limited Warranty. In addition, consumers can shop for accessories at any GM dealership and finance the cost of these accessories as part of their vehicle purchase.

For more information, visit www.gmaccessorieszone.com.



Docking Station and portable DVD player for the 2007 Chevrolet Silverado Crew Cab provides entertainment in and out of the truck.