

[marketplace]

# GM Marketplace In-vehicle Commerce 2.0

March 2021



# Delivering Customer Benefits for the Journey

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## ***Simplify My Trip***

Voice Activation



## ***Get Me There***

Maps



## ***Entertain and Inform Me***

Content Apps



## ***Be Ready for Me***

Commerce via Marketplace

## Voice, Maps, Apps and Commerce

- Create an Optimized Mobility Solution - Marketplace 2.0 - More value and functionality for connected services
- More focused, contextually relevant efforts to drive IHU engagement: Fuel, Contactless Payments, Curbside Services, Food, Parking, GM Shop

# What We Are Offering

## Voice



“Alexa, pay for fuel on Pump 2.”



## Maps



Interaction Starters for **relevant merchants** directly in Maps



## Apps



Marketplace Cross Marketing Opportunity



Commerce

GM Card / GM Rewards





## A Connected Ecosystem is the heart of what we are offering, further contenting our in-vehicle infotainment for our customers

- By expanding what comes with our data plans, it strengthens our ability to provide new, highly-relevant features for customers
- Interactions and contextual messaging become key ingredients in the customer life cycle
- To support our Dealers and create customer loyalty through GM Rewards, this interaction platform provides the white glove experiences our customers expect.