MMA SM2 INNOVATION SUMMIT

# DISRUPT. TRANSFORM. GO MOBILE.

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MOBILE MARKETING ASSOCIATION

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# Finding New Roads in Mobility


## TIMOTHY J. MAHONEY

Chief Marketing Officer Global Chevrolet and
Global GM Marketing Operations Leader

General Motors Company


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# Finding New Roads in Mobility

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FINDING NEW ROADS
IN MOBILITY
CHEVROLET

# WHAT KEEPS ME UP AT NIGHT?




"THE AUTOMOTIVE INDUSTRY WILL CHANGE MORE IN THE NEXT FIVE TO 10 YEARS THAN IT HAS IN THE LAST 50."

MARY BARRA
CEO and Chairman of GM



# MOBILE

CHEVROLET



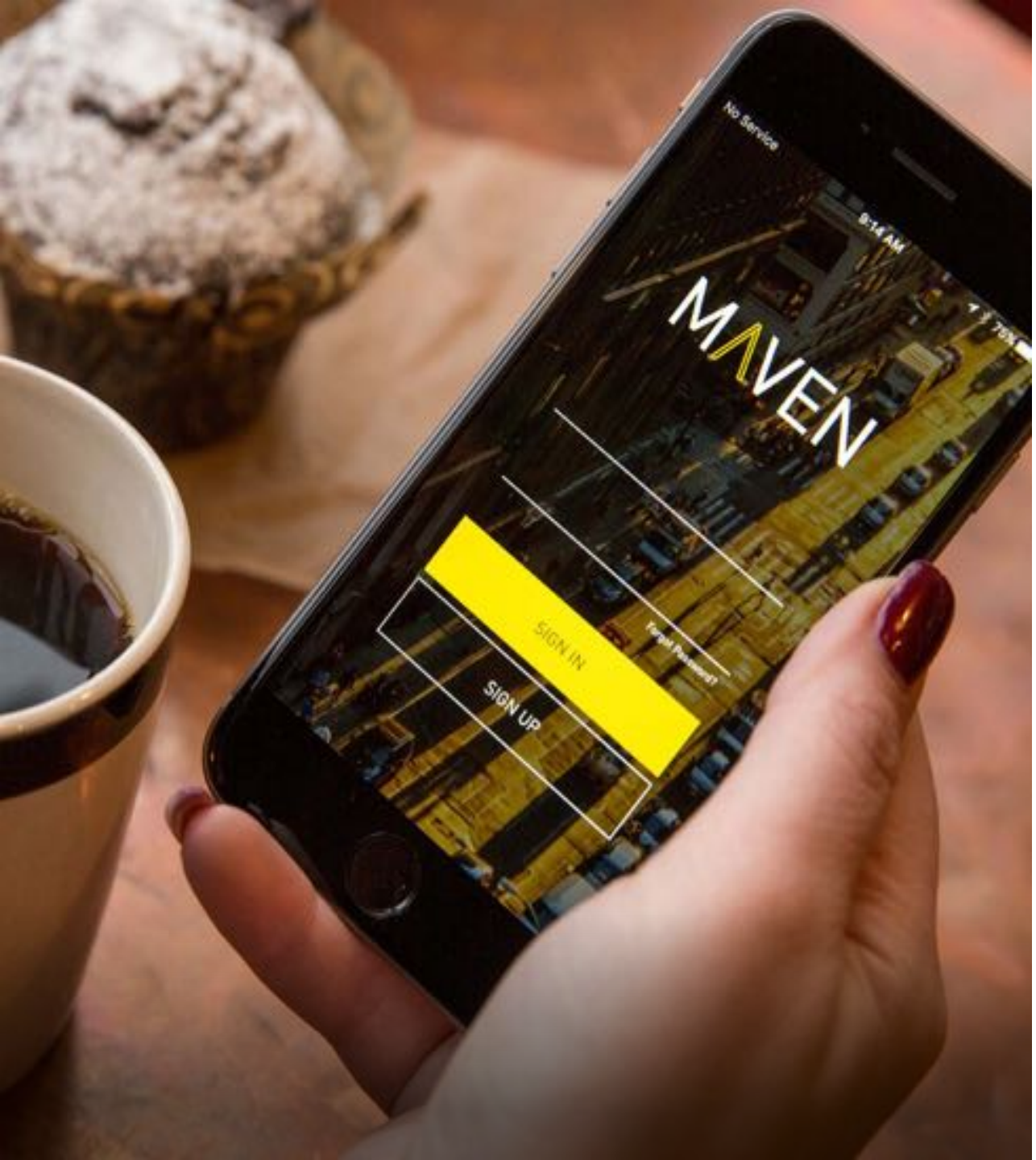
# MOBILITY

CHEVROLET

CONSUMERS HAVE SO MANY
MOBILITY CHOICES NOW

# WHICH LEAD TO AN ENTIRELY NEW SET OF QUESTIONS BEING ASKED

1. “Is car ownership right for me?”
2. “What do I want in my car?”
3. “How do I shop for a car?”




# MOBILE IS FUELING VIABLE ALTERNATIVES

## TO VEHICLE OWNERSHIP

zipcar

Gett

VIA

lyft

UBER


{ THERE ARE NOW
MORE WAYS TO
BE CONNECTED
TO OTHERS




# TECHNOLOGY IS NOW A CONSUMER EXPECTATION

# IN-VEHICLE TECH IS GROWING IN IMPORTANCE WHEN CONSIDERING A VEHICLE

**65%** of customers said they would switch vehicle brands to have all of the tech features they desired in their next vehicle

**70%** of customers are more likely to consider vehicles that have the latest tech features

Source: Autotrader



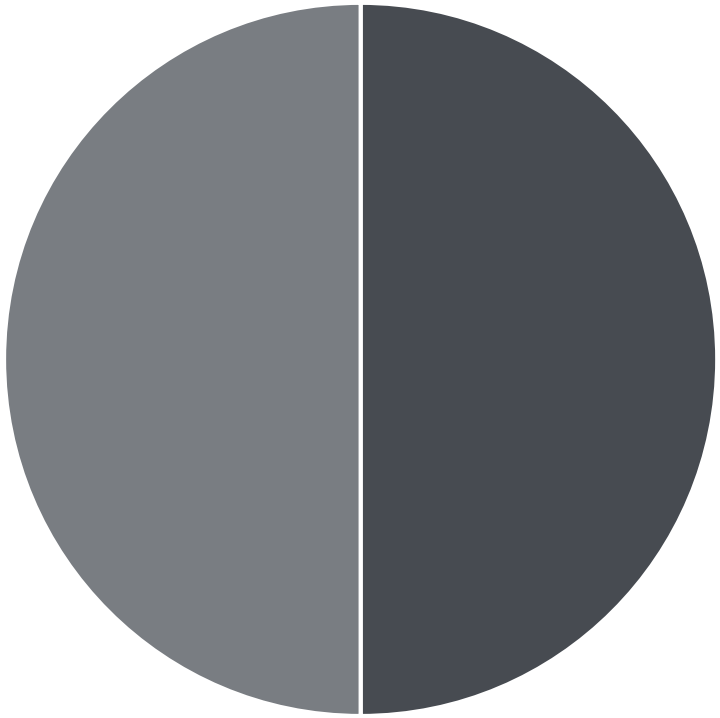
BUYERS SPEND **75%**

OF THEIR RESEARCH TIME ONLINE



# MOBILE CONTINUES TO CHANGE THE WAY PEOPLE SHOP FOR CARS ONLINE...

**50%** of all Chevrolet site traffic now comes from mobile



**62%** of Google searches for Chevrolet occur on mobile



## ...AND ALSO AFFECTS HOW WE BEHAVE AT THE DEALERSHIP

**56%**

of shoppers use mobile while they're on the dealer lot

**1.6**

the average number of dealerships visited

**56%**

of shoppers test drive one vehicle at most



{ HOW DO WE WIN

# THE FUTURE OF MOBILITY?


MAVEN
MY TRIPS
12:00PM
2:00PM

CATCH-A-CHEVY
POWERED BY LYFT

IN YOUR LYFT APP, CHOOSE CATCH-A-CHEVY
FOR A COMPLIMENTARY RIDE TO THE FESTIVAL.

lyft

SHARE YOUR COUNTRY
#ChevyCMA




CHEVROLET


AUTONOMOUS
CARS




# WE'VE BEEN INNOVATING TO SIMPLIFY AND ENRICH PEOPLE'S LIVES

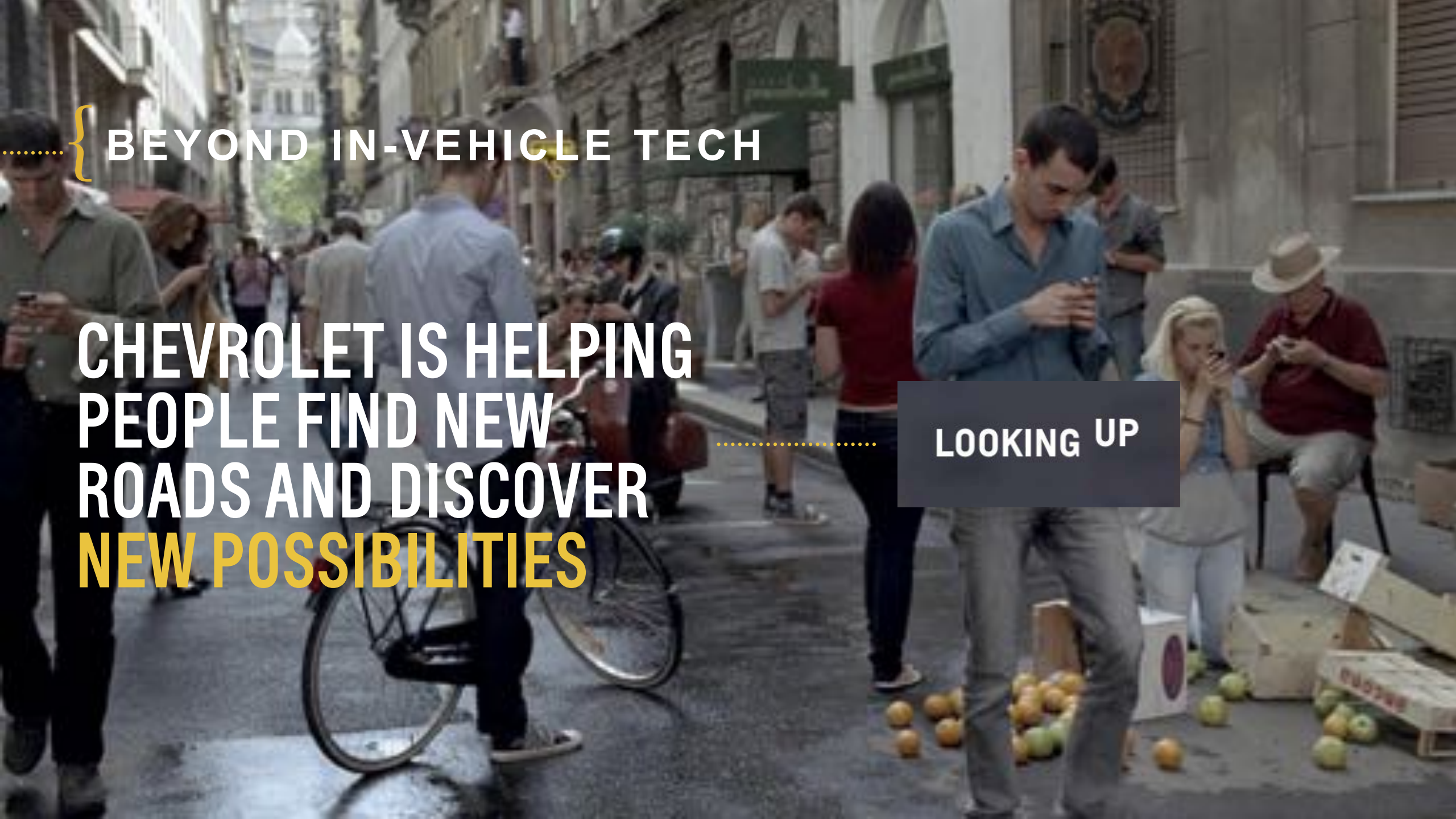
ONSTAR

# 20 YEAR HISTORY




On
4GLTE


PREDICTIVE
TECHNOLOGIES



{ BEYOND IN-VEHICLE TECH

# CHEVROLET IS HELPING PEOPLE FIND NEW ROADS AND DISCOVER NEW POSSIBILITIES

LOOKING UP



TECHNOLOGY IS IMPROVING OUR LIVES,

but LIMITS US from fully experiencing some of the most important things in life. That's why beyond creating the most connected cars in the world, Chevrolet encourages everyone to FIND NEW ROADS by discovering a healthy BALANCE BETWEEN TECHNOLOGY and real-life experiences.




CHEVROLET