

# Service more of a selling point

Keeping the customer satisfied has not always been atop the list of automakers' priorities. When American-made cars were the only show in town, automakers and dealers could afford to let service slip. Service after the sale, a knowledgeable sales staff, and the use of quality components could not always be counted on.

As we fast forward to 1993, the situation has turned around 180 degrees. There are still poor dealers and poor products, but automakers know and appreciate that customers aren't buying as many cars as they did 20 years ago, and have plenty of other cars to choose from next time if they aren't satisfied now with their service.

"Customer satisfaction has eclipsed fuel economy, quality, and even safety as the top concern of virtually every manufacturer selling automobiles and light trucks in the American market," Oldsmobile proclaims. The GM division touts its Oldsmobile Edge plan as "the most comprehensive guarantee of customer satisfaction available in the U.S. market."

Oldsmobile provides corrosion protection for six years or 100,000 miles; covers towing charges (except for parking infraction); provides roadside repairs, and offers courtesy transportation while the car is undergoing warranty repair.

If you're 150 or more miles from home and your car breaks down, Olds will cover food and lodging expenses up to \$500.

Cadillac offers a four-year, 50,000-mile protection on covered parts with no deductible, plus a six-year, 100,000-mile corrosion protection warranty.

In addition, all Cadillacs, regardless of the model year, are covered by 24-hour roadside service for the life of the vehicle. The service is available at 585 Cadillac dealerships nationwide without any membership fee for the life of the vehicle.

"Trained telephone operator advisors are available 24 hours to provide assistance and information to Cadillac owners that could put the driver back on the road without sending a technician. In the event of a more complex problem, a dealer technician is dispatched to repair the problem roadside, or towing will be arranged.

Other available services available at no cost in the first 12 months of new ownership include lockout assistance, gasoline delivery, towing, battery jump starts, and flat tire changes.

For Allante, service includes a four-year, 50,000-mile protection warranty with supplemental Gold Key Plus bumper-to-bumper coverage, which extends coverage to a seven-year, 100,000-mile protection on covered parts with no deductible.

"Cadillac is seriously committed to service after the sale," said Jeff Rogers, assistant general sales manager for Don Massey Cadillac in Plymouth. "We find that customers coming in the door don't know about the service, but when they buy a car, it gives them a real sense of assurance knowing they have it."

The "Audi Advantage" offers

car-buyers expense-free scheduled maintenance and routine repairs for three years or 50,000 miles throughout its model line. Audi also offers a 10-year limited warranty against corrosion and 24-hour roadside assistance through a club membership.

Pontiac has enhanced its cus-

tomers service by expanding its roadside assistance services (including finding someone to change your flat tire or to remedy a locked-out of car or lost-key situation free-of-charge), and new courtesy transportation during 1993 model year warranty repairs.

The 1993 Audi 90 series includes the CS Quattro Sport pictured here. In the 90, the automaker offers a redesigned car line that's more powerful than its predecessors. The "Audi Advantage" is also offered.



## Try to catch the Chevy exhibit at the auto show.



We think you'll like the performance.

This year, under the shiny sheet metal, you'll feel a new fire in the Heartbeat of America that's geared to knock your socks off.

**The new Camaro Z28. What else would you expect from the country that invented rock and roll?** It has 275 horsepower. A 6-speed transmission. Dual air bags. And a cup holder big enough for a Slurpee. Looks like the 90s will be fun after all.

**The 40th Anniversary Corvette.** From the time it captured people's imaginations in '53, to the record-breaking ZR-1, Corvette has always been America's sports car. And always will be.

**Chevy Caprice. It lets 6 people feel secure.** This spacious luxury car has both anti-lock brakes (ABS) and a

driver's-side air bag, standard. Along with air conditioning and a ride as smooth as it is relaxing.

**Chevy Lumina Euro 3.4 Sedan.** 200 horsepower. Now in the convenient family pack. Stretch out and relax in plenty of room while you watch the world pass by. And it has standard anti-lock brakes, so you can feel more secure behind the wheel.

**Chevy Full-Size Pickup.** The "best" pickup.

According to J.D. Power and Associates, this is "the best full-size pickup in initial quality." And Chevy Full-size has the best resale value in the business.

**Chevy S-Blazer. The original sport utility vehicle.** The biggest V6 on the road—and

4-wheel anti-lock brakes—are both standard on S-Blazer. And its interior is so luxurious, it even makes a rugged individualist comfortable.

Cars more people depend on! The most dependable, longest-lasting trucks on the road. This act is tough to follow at the auto show. What else would you expect from the Heartbeat of America?

\*Always wear safety belts, even with air bags. J.D. Power and Associates 1992 Light Truck Initial Quality Study based on a total of 10,775 consumer responses indicating owner-reported problems during the first 90 days of ownership. \*\*Excludes other GM products. †Based on registered cars in use on July 1, 1991. ‡Based on full-line truck company registration data 1982-1991. Excludes other GM products. Chevrolet, the Chevrolet Emblem, Blazer, Camaro, Corvette, Caprice and Lumina are registered trademarks and Chevy and Euro are trademarks of the GM Corp. ©1992 GM Corp. All Rights Reserved. Buckle up, America!

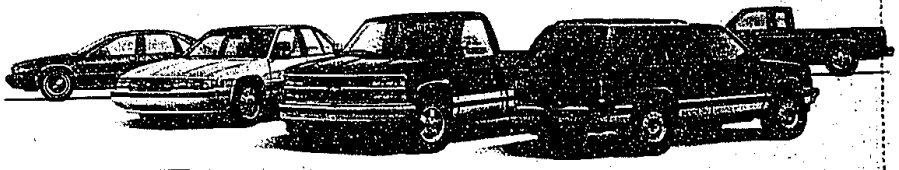
### Van conversions on display

In addition to cars and trucks from manufacturers around the world, the 1993 North American International Auto Show will include one of the largest retail displays of van conversions in North America.

Twenty companies will display about 35 van conversions on the lower level of Cobo Hall during the auto show, as they have done for more than a decade. Van conversions are sold through retail car dealers.

"The auto show is important to our dealers because it sells a lot of van conversions," said Daniel Hayes, executive vice president of the Detroit Auto Dealers Association. "We've received reports of dealers selling as many as 50 van conversions in the two weeks following the show."

There is no additional charge for the van conversion show.



## THE HEARTBEAT OF AMERICA