May 12, 2003: GM Goodwrench Develops World-Class Training Regiment For 2004 Cadillac XLR

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GM Goodwrench Develops World-Class Training Regiment For Cadillac XLR

GRAND BLANC, Mich. - Maintenance of the XLR at Cadillac dealerships across the country will be an exclusive experience.

The XLR features a number of GM and Cadillac firsts, and dealership technicians will be required to complete special training to become "Brand Certified" on the vehicle.

At each of the select 950 Cadillac dealerships that have qualified to sell the XLR, at least one GM Goodwrench technician will have completed 35 hours of extensive training to be able to be maintain the all-new roadster.

"XLR is one of the most technically sophisticated cars in the world today," said Peter Lord, executive director, GM Service Operations. "And we want to ensure that our GM Goodwrench technicians understand all of the ins and outs of the advanced technology featured in XLR."

The advanced service training is necessary because the XLR will be the first Cadillac to offer adaptive cruise control and electronic cam phasers. Other unique features include a retractable hardtop, head-up display, heated and

cooled seats, keyless access with push-button start, and navigation and DVD entertainment.

XLR also features a longitudinally mounted 4.6-liter V-8 Northstar engine. Other Cadillacs have mounted the engine transversely under the hood. Another feature requiring special service care is the roadster's rear-mounted transmission that helps give the XLR nearly 50/50 weight distribution from front to rear. And the transmission connects to the engine via an innovative structural center tunnel that houses the driveline connecting the engine to XLR's rear-mounted transmission.

The certification course work includes two 1-hour videos, three 3-hour Interactive Distance Learning classes, and live broadcasts that cover training on specific areas of the car.

Completion of the introductory classes qualifies a technician to participate in the 3-day seminar at one of the six regional GM training centers. Technicians become "Brand Certified" XLR technicians upon completion of the seminar, which includes a half-day final exam where technicians demonstrate their proficiencies on servicing the XLR.

"Under its skin, the XLR offers a harmonious blend of technologies and materials meant to add pleasure, not complexity, to the driving experience," Lord said. "When the luxury roadster rolls off the assembly line this summer, Mr. Goodwrench is poised to have all the tools and training to keep XLR owners on the road."

With more than 7,000 participating dealerships, the GM Goodwrench network is the largest automotive service chain in the industry. As the service arm of General Motors, GM Goodwrench technicians receive specialized training from General Motors to provide expert care for GM cars and trucks. Replacement parts are manufactured to the exact specifications of the GM vehicle. For more information, visit the GM Goodwrench web site at www.goodwrench.com.

General Motors (NYSE: GM), the world's largest vehicle manufacturer, designs, builds and market cars and trucks worldwide, and has been the global automotive sales leader since 1931. More information on GM can be found at www.gm.com

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