

GOOD CITIZENSHIP

Mobility Center Helps Meet Customers' Needs



Gary Talbot, GM manager, Mobility Engineering, and a full-time wheelchair user, demonstrates transferring into a Chevrolet S-10 Xtreme extended cab pickup.

(NAPS)—The nation's largest automaker is taking a lead role in reaching America's 76 million seniors and 54 million individuals with disabilities.

For more than 20 years, General Motors has worked on a variety of issues dealing with senior drivers and people with disabilities. Through the GM Mobility Center, where engineering and design solutions are developed, the company constantly works to develop vehicles and vehicle features and attributes that meet the needs of all customers.

"Through the mobility center and the GM Mobility program, we are striving to build a stronger relationship between engineering, manufacturing and sales as they pertain to senior drivers and people with disabilities," said Gary Talbot, GM manager, Mobility Engineering. "So much of our independence is based on our transportation abilities, so it is the goal of the mobility center to make sure as many people as possible can keep that freedom, either independently or with a caregiver."

GM offers several features and options on its vehicles that help meet the needs of people with disabilities and the senior population. Through research and input from focus groups consisting of people with disabilities and senior drivers, the GM Mobility team has provided

valuable insight on features and packages that help accommodate many with specific needs.

The GM Mobility Reimbursement Program helps people with disabilities defray costs associated with vehicle modification. The program makes reimbursements of up to \$1,000 available to people to defer the cost of adaptive equipment in their new GM vehicle.

GM is also a front runner in providing information for persons with disabilities and other specific needs. The company has formed a partnership with iCan.com to produce an online auto channel which includes a first-of-its-kind driving decision guide, chat rooms and automotive-related bulletin boards. This auto channel can be found at www.icanonline.net.

"The iCan partnership is a great way to provide a comprehensive collection of products, services and information to enhance the lives of people with disabilities and the individuals and organizations that support them," said Elliott Benson, GM Mobility assistant brand manager for marketing.

The Mobility Reimbursement Program has assisted thousands of people each year since it began in 1992. The Mobility Assistance Center can be contacted at 1-800-323-9935. For more information, stop by a nearby GM dealer or visit the Web site at www.GM.Mobility.com.