THE CUSTOMER EXPERIENCE
Reaching Buyers Beyond Early Adopters

Cristi Landy, Chevrolet Volt Product Marketing Director
• The Volt Customer Experience
  – Volt’s early customers – who are they?
  – Real world owner experiences with the Volt
  – What owners are saying about the Volt
    – PASSION for the product is KEY!

• From Niche to Mainstream
  • Reaching buyers beyond early adopters
  • Key learnings/challenges
VOLT’S EARLY CUSTOMERS
WHO ARE THEY?
Volt is Attracting Buyers from Luxury Segments

- 70% replaced a vehicle in their household when they purchased the Volt
  - Toyota, Honda and Chevrolet were the makes replaced most often
  - 70% replaced a non-GM vehicle
- A significant percentage of buyers replaced a luxury vehicle with the Volt

### Make Replaced

<table>
<thead>
<tr>
<th>Make</th>
<th>Replaced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toyota</td>
<td>15%</td>
</tr>
<tr>
<td>Chevrolet</td>
<td>15%</td>
</tr>
<tr>
<td>Honda</td>
<td>5%</td>
</tr>
<tr>
<td>Mercedes-Benz</td>
<td>4%</td>
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<tr>
<td>Ford</td>
<td>4%</td>
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<tr>
<td>Cadillac</td>
<td>4%</td>
</tr>
<tr>
<td>Volkswagen</td>
<td>4%</td>
</tr>
<tr>
<td>BMW</td>
<td>3%</td>
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### Model Replaced

<table>
<thead>
<tr>
<th>Model</th>
<th>Replaced</th>
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<tbody>
<tr>
<td>Toyota Prius</td>
<td>7%</td>
</tr>
<tr>
<td>Toyota Camry</td>
<td>4%</td>
</tr>
<tr>
<td>Civic</td>
<td>2%</td>
</tr>
<tr>
<td>Jetta</td>
<td>2%</td>
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Q. What is the make/model of the vehicle you replaced?

Source: NVCS 2011 Q1-Q3, PIN Loyalty/Conquest Cube
Top Reasons for Purchase

• **Fuel Type** - *Reducing dependence on foreign oil*

• Fuel Economy

• **Technical Innovations**

• Environmentally Friendly Vehicle

• Reliability

• *Vehicle Expresses my Personality*

Source: NVCS (Q1-Q3)
Current Volt Buyers Are Primarily Early Technology Adopters

- People **look to me for advice** when it comes to new cars and/or electronics
- I am typically **the first to have the latest technology**
- I am **willing to try something new and unproven** when making a **big purchase**
- I read about technological advancements/new product introductions nearly every day
- I know a lot about the latest technologies and can’t wait to own what is coming next

### Demographics

<table>
<thead>
<tr>
<th>Predominately Male</th>
<th>85%</th>
</tr>
</thead>
<tbody>
<tr>
<td>College Graduate</td>
<td>80%</td>
</tr>
<tr>
<td>Advanced Degree</td>
<td>45%</td>
</tr>
<tr>
<td>Work Full Time</td>
<td>65%</td>
</tr>
</tbody>
</table>

Source: NVCS 2011 Q1-Q3, Early Buyer Survey Wave 2
Today’s Volt Buyers Are Influencers

- Each successive wave of consumers relies on the experiences and recommendations of previous buyers
- Volt Buyers will change over time
- Early buyers will serve as advocates and influencers for future buyers
The Chevrolet Volt topped Consumer Reports' 2011 owner-satisfaction survey. The magazine said 93 percent of respondents who own a Volt said they would definitely purchase one again, making it the highest-rated car in the annual poll (all makes and models).

Volt Awards

- Volt has won almost every possible award
Volts Owners are among the most Satisfied in the Industry

Top 5 Vehicle Ratings by Owners

Completely Satisfied with Vehicle (Vehicles under $60K)

- Chevrolet Volt: 75%, 70%, 69%, 65%, 64%

Rate Vehicle as Truly Outstanding (Non-Luxury Vehicles)

- Chevrolet Volt: 68%, 64%, 57%, 56%, 55%

Completely Satisfied with Technical Innovations

- Chevrolet Volt: 90%, 77%, 76%, 75%, 75%

Ownership Experience is Much Better than Expected

- Chevrolet Volt: 43%, 40%, 37%, 36%, 35%
Volt ratings are comparable to the Luxury Car segment

Evaluating Your New Vehicle Experience Top Box — % Truly Outstanding

- Overall, how would you rate your new vehicle?
- Fun to drive
- Environmental impact
- Vehicle well designed for safety and security
- Operating cost (excluding purchase/lease payments)
- Quietness inside the vehicle
- Driving performance
- Overall vehicle appearance (exterior and interior)

Source: NVCS 2011 Q1 – Q3

Volt n = 458
WHAT OWNERS ARE SAYING ABOUT VOLT

PASSION FOR THE PRODUCT IS KEY!
Customer Quotes…

• “The Volt performance is outstanding. It feels great to drive. I could never go back.”
• “Drives beautifully – lots of pep and it handles curves like a luxury car.”
• “Uses virtually no gasoline. Good looking car. Drives nicely. Center stack command center is nice.”
• “I think a few kind words need to be said about the Volt Advisors. I have never, ever owned a product that has come with such great personal support like GM has supplied for the rollout of the Volt!”

The First Day of the Future
lonvolt.posterous.com

Something happens after you're about ten miles into driving your Chevy Volt when it hits you: This is the future. This isn't some gimmick or an attempt to bring down a manufacturer's average MPG rating. It's a superbly engineered American-made vehicle...
First Customers Describe Their Volt....

It is extremely quick, quiet and comfortable. It has the feeling and ride of my 1999 Lexus GS-400.


New and exciting. The best thing Chevy has done since the 1957 Chevy Bel Air.

Environmentally friendly, breakthrough technology, very high quality, no user compromises. A huge first step on our journey away from gas powered vehicles.

Can’t get the grin off my face. All the joy of an electric, none of the worry. I want this to be sold EVERYWHERE to EVERYONE. With a million Volts we’d reduce our oil dependency a great deal.

REAL WORLD EXPERIENCE
OnStar Data Collected through January

- 2/3 of miles driven are electric
- 13 million electric miles to date
- Driving 900 miles between fill ups
- Volt is being used as expected
  - Customers are primarily driving electrically
  - Range extender is critical to Volt’s success

Source: OnStar
Customer Charging Experiences

240V Charging

• **50% of Volt customers have installed a 240V home charger**
  – About half of 240V home charging customers are taking advantage of the Department of Energy programs

Satisfaction

• Those that had the 240V charging station enjoyed the flexibility to recharge completely in about 4 hours. *This time frame was not perceived as a constraint.*

• Those who use a 240V home charger were more likely to be ‘completely satisfied’ with the charging experience.
  – **93% completely or very satisfied**

Public Charging

• There was **limited experience** with public charging
REACHING BUYERS BEYOND EARLY ADOPTERS
Volt Customer Advisory Board Members

- Used pre and post launch to gather product input and insights
- Enabled us to **stay close to our core customer base** and discuss issues and ideas

New customer base and new product interaction required forming relationships to stay close to customers
Fast Followers Rely on the Experience and Recommendation of Early Buyers/Advocates

**Grow a Stronger Brand**
- Advocates are now part of the Chevrolet family helping grow a stronger brand
- Engage new Voltec owners, new Chevrolet owners and new enthusiasts

**Build a Great New Relationship**
- Foster a spirit for joint Chevrolet success
- **We listen** – they help us make Volt and the Volt experience better
- **They learn** – they feel ownership, and develop passion for the vehicle
- Grow Chevrolet opinion and consideration

**Invite New Buyers to Chevrolet**
- New Voltec customers are passionate about the product - *Want to be a part of something unique*

**Handle with Care**
- Volt Advisor Experience
  - High touch personal care
  - Regular digital social engagement
  - Digital vehicle checks

**Early Adopters drive the desire of the Masses!**
Early adopters will influence the next generation of buyers

- Each successive wave of consumers relies on the experiences and recommendations of previous buyers.
- The first Volt buyers are primarily early adopters (75%).

**Volt**

- **Nationwide Launch**
- **Early Adopters**
- **Fast Followers**

Area between curves represents number of customers (illustrative).
Adoption Rate may remain slow with Mainstream Consumers

- Customers with high interest in alternative-propulsion vehicles\(^1\)
  - Showed *reduced willingness to change their routines* or significantly alter driving habits
  - Preferred the traditional hybrid to a plug-in hybrid
  - Viewed electric vehicles as too limiting
  - Tended to compare only the *gas mode* specifications

- A significant number of American car *buyers remain uninformed about even the basics on how EVs and hybrids work*\(^2\)

- Lack of understanding of the differences between hybrids, plug-ins, and electric vehicles results in *confusion in the marketplace* \(^2\)
  - 85-percent confused all-electric BEVs with hybrids and Extended Range Electric Vehicles (EREV) like the Chevrolet Volt, and said BEVs are fueled by both gasoline and batteries

SOURCE: (1) Interaction Clinic, (2) Synovate Alternative Fuels Survey (Oct-Nov 2010)
Increase General Market Exposure to Volt
Leveraging Demos, Testimonials and Test Drives

Demo best practices, planning guide and newsletter to Volt dealers

100,000 Facebook fans

“Test Drive demonstrated superiority over Prius and converted many customers.”

“This beats my experience from Lexus, Infiniti, BMW, Mazda, and Porsche by far.”
KEY LEARNINGS AND CHALLENGES
“I get a lot of questions, I enjoy explaining how it works…many people I find are confused”
- Roy Olson, Rancho Mirage, CA
Volt CAB Driver VIN 0272

I did not know that Chevy had a car out that used gas or electric. *It made me want to learn more about the Chevy Volt.*
(Gas Station 2)

I actually did not know that the Volt used both gas and electric.
(Gas Station 2)

It explained that [it] can use gas so people don’t need to worry about the car dying arbitrarily when the electric charge runs out.
(Gas Station 1)
Mass Market Challenges

- As informed as our current buyers are... the mainstream market is still confused
  - More consumer education needed as we move into the mass market
  - Confusing MPGe terms
  - Associate EVs with golf cart/poor performance
  - Range variability
Early buyers will serve as advocates and influencers for future buyers

Test Drives and Demos will increase general market awareness and acceptance
THANK YOU!

If you haven’t driven a Volt... stop by a Chevy dealer