



PRESS RELEASE

General Motors Demonstrates Commitment to Supplier Diversity by Partnering with WEConnect Canada

Toronto, Ontario, January 25, 2011 . WEConnect Canada is pleased to announce that General Motors of Canada has become the latest corporate member supporting the organization's efforts to increase supplier diversity and facilitate access to corporate supply chains for women-owned business enterprises across Canada.

"General Motors' membership in WEConnect Canada demonstrates not only the commitment they have made to supplier diversity, but also emphasizes the value to be found in women-owned businesses," said Mary Anderson, executive director, WEConnect Canada.

"Our role is simply to facilitate the connection between women-owned businesses and the procurement officers of top corporations. Once this connection is made, these businesses can win contracts based on their own merit. General Motors understands the concept and by joining WEConnect Canada, is taking a leadership role in supplier diversity in Canada," commented Anderson.

"General Motors is committed to building successful, sustainable, and profitable business relationships," said Kevin Williams, president and managing director of General Motors of Canada. "By providing opportunities to entrepreneurs who might not otherwise have access, not only do we succeed in helping others, but we strengthen our supply chain with diverse skill sets and innovative thinking."

General Motors has a long history of supporting supplier diversity, establishing a formal supplier diversity program more than 40 years ago.

"At General Motors, we value diversity and will continue diversification in our supply base. We look forward to building stronger business relationships through our membership in WEConnect," said Bob Socia, vice president, global purchasing and supply chain, General Motors Company.

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About WEConnect Canada: WEConnect Canada delivers the leading international certification standard for women-owned businesses. WEConnect Canada is a Canadian non-profit organization led by corporate members that certifies firms that are at least 51% owned, managed and controlled by women. It then connects these businesses with the growing global demand from corporations and the public sector for diverse and innovative suppliers. In addition to certification, WEConnect Canada delivers education, training, and mentoring programs. WEConnect Canada partners with corporations, associations, governments, women entrepreneurs and their supporters, and is affiliated with a global certification network for women-owned enterprises.

About General Motors Company: Headquartered in Detroit, Michigan, General Motors, one of the world's largest automakers, traces its roots back to 1908 and employs 205,000 worldwide, and does business in 140 countries across the globe. GM and its strategic partners produce cars and trucks in 34 countries, which are sold and serviced in the following brands: Buick, Cadillac, Chevrolet, FAW, GMC, GM Daewoo, Holden, Opel, Vauxhall and Wuling. GM's largest national market is the United States, followed by China, Brazil, Germany, the United Kingdom, Canada, and Italy.

Supplier Diversity at General Motors: General Motors became the first automotive OEM to establish a formal supplier diversity program in 1968. Our mission then remains the same: To develop a competitive diverse supply base that will work with General Motors to design, build and sell the world's best vehicles. It is General Motors' policy to work with minorities, women, and small businesses. GM has over 400 certified minority and woman-owned companies. At GM, we recognize the positive impact of diverse businesses and their contributions to their communities and our products.

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