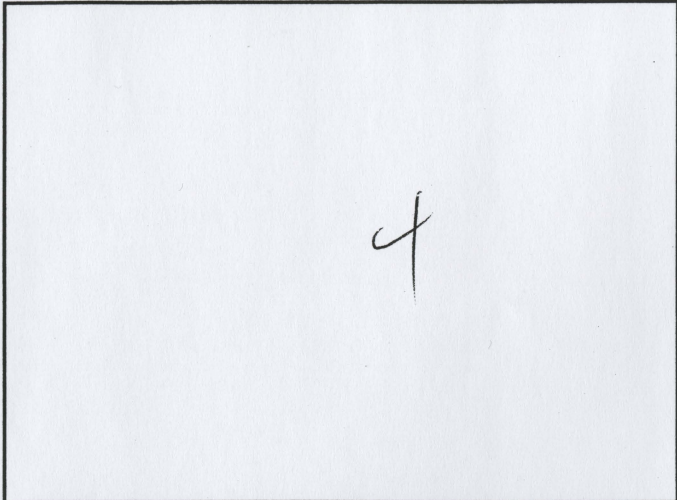


## New sticker shows the difference

# Joint logo now fixed to all Lansing-made cars

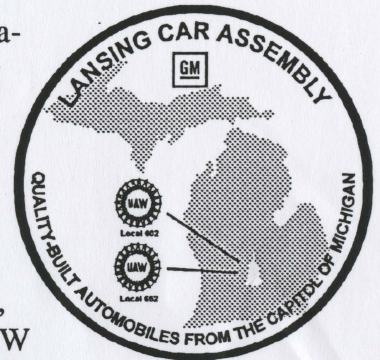


Craig Konkle, C-Trim and Doug Rademacher, Union Label Chairperson show off the new Made in Lansing label.

A new identifying logo is now being placed on all Lansing-made cars.

UAW Local 602 Union Label Committee Chairman Doug Rademacher says this is a proud time for Lansing.

"With the new sticker proudly announcing that the cars are assembled in Lansing, Michigan, by members of UAW Local 602 and 652, another important piece of information is delivered to our customers," says Rademacher.



## Joint leadership asks your input

LCA management and UAW Local 602 leadership would appreciate your participation in the 1994 Employee Environment Assessment Survey (EEAS).

Through this survey, we can gather information about how GM employees view critical aspects of their environment. This information will allow us to make decisions that are based on facts and data. Our goal is the continuous improvement of General Motors and the UAW, thus making Lansing Car Assembly a better place to work.

The usefulness of this survey depends on you providing honest, straightforward opinions. Therefore, we go to great lengths to guarantee that your responses remain completely confidential. Data results will be provided at a later date.

We hope that you will take the time to participate.

Garry Bernath, Local 602 President

Jim Zubkus, LCA Manager

"This information could be the deciding factor in helping a customer decide to buy," he says. "Lansing has always been recognized for building a quality vehicle. In the past, many GM customers have requested a Lansing-built car over another.

"As we continue this tradition in building a quality car, which was recognized in the J.D. Power survey, we can take pride in knowing our label is on our vehicle."

The identifying-sticker, shown above, is placed in the passenger-side rear window of all our cars.