

GENERAL MOTORS TO BRING BACK RETIRED BRANDS

Detroit (March 30, 2014) – General Motors new CEO Mary T. Barra announced at a press conference late Monday that she is planning on re-introducing a few iconic brands back into the global market as early as 2015. Recently discontinued brands **Oldsmobile** and **Pontiac** will be brought back to the GM lineup. Most notably, as a by-product of this brand reboot, Barra intends on dropping the Chevrolet name and use General Motors for all branding, advertisement, etc... So there will no longer be Chevrolet/Buick dealerships only **GM dealerships** that sells all of its sub-brands.



Daniel Roland, AFP/File

Even more interesting news is that Barra also mentioned that the iconic **Chevrolet name would also die**. The newly appointed CEO claims that the significance of the Chevrolet name is not historically relevant to the brand. She mentioned that **Durant** (or a derivative) may be its replacement. Also scheduled for death is the iconic Bow Tie emblem which will be replaced with a newly redesigned GM emblem.

Barra stated: "Since the company was truly built by William C. Durant he should be associated to the GM brand somehow. Louis Chevrolet had a role in starting the Chevrolet Motor Company but it was William C Durant that made General Motors into a global powerhouse! And we intend on RE-building the General Motors brand!"

She adds: "I've always disliked the abbreviated **Chevy** name! I feel it really hurts the image we are trying to achieve with GM".

During the changeover there will be a period of time that you will not even be able to buy a new Chevy. Instead you would be forced into buying a **GM** product. Like a GM Corvette, or a GM Malibu. Also curious is that this will occur globally in other markets well before the changeover occurs in the United States. So customers may have to wait up to a year to buy a new **Durant Camaro!**

When asked how Americans would feel if their sacred Chevrolet name plate were discarded she said: "I was brought into General Motors to change things! I've been with GM since 1980 and have seen a lot of changes, most of which were bad and led to the near death of this great corporation. So now it's my turn to make some changes and trust me, **I'll make it happen!**".

Mary T. Barra was named Chief Executive Officer of General Motors effective January 15, 2014. Under her leadership, GM is driving to become the global industry leader in automotive design and technology, product quality, customer care and business results. She is also a member of the GM Board of Directors. And this is a parody not to be taken seriously.

More on Mary T Barra: <http://www.gm.com/company/corporate-officers/mary-barra>