

# OnStar

by



# Automobile Services

Science and Innovative GNSS Applications

International Committee on Global Navigation  
Satellite Systems (ICG)

9 December, 2008

**Timothy R. Nixon**

Director, Advanced Systems Development  
OnStar

[www.onstar.com](http://www.onstar.com)

# ***OnStar Today***

- Nearly 6 million active subscribers
- Built into 95% of GM retail vehicles in the United States and Canada
- Twelve years of experience and innovation
  - Launched 8 generations of vehicle hardware
  - Over 400 patent filings, now 1 every 6 days
  - 200 million customer interactions to date
- Now touching customers every second of every day

# Location-Based Service Interactions



**Automatic Crash Response**  
**2,000/Month**



**Emergency Services**  
**10,000/Month**



**Good Samaritan**  
**5,000/Month**



**Stolen Vehicle Assistance**  
**700/Month**



**Remote Unlock**  
**63,000/Month**



**Roadside Assistance**  
**29,000/Month**



**Turn-by-Turn Routes Delivered**  
**1,000,000/Month**



**OnStar Vehicle Diagnostics**  
**Over 3.4 Million Emails Sent**



**Remote Diagnostics (on demand)**  
**53,000/Month**



**OnStar Hands-Free Calling**  
**Over 30 Million Minutes/Month**



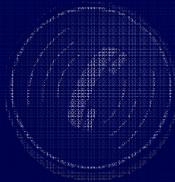
**One Very Hardworking Button**  
**Over 200 Million Cumulative Service Interactions**

Monthly average (August – October 2008)

# Monthly Subscriber Interactions



**Automatic Crash  
Response**  
**2,000/Month**



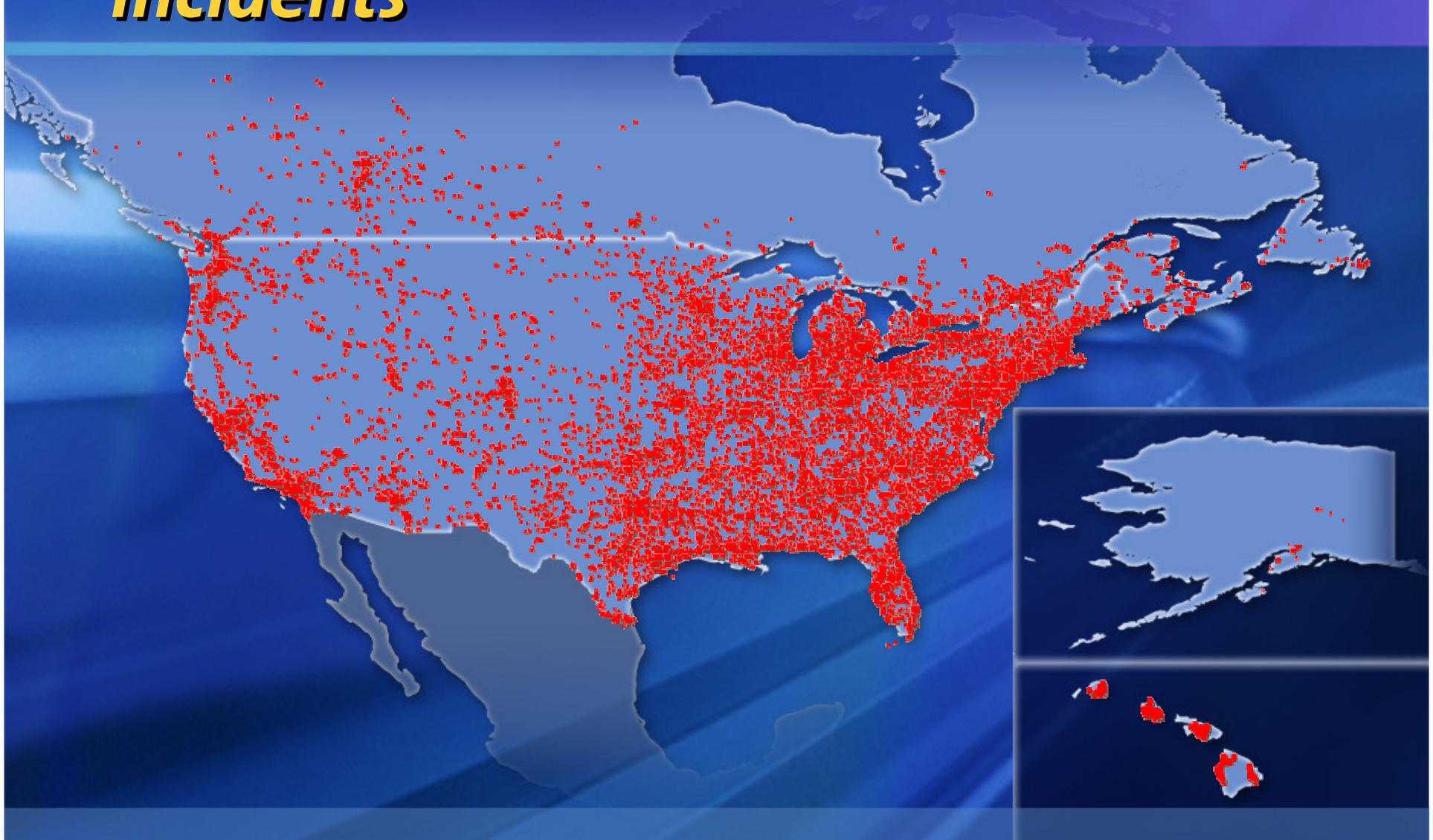
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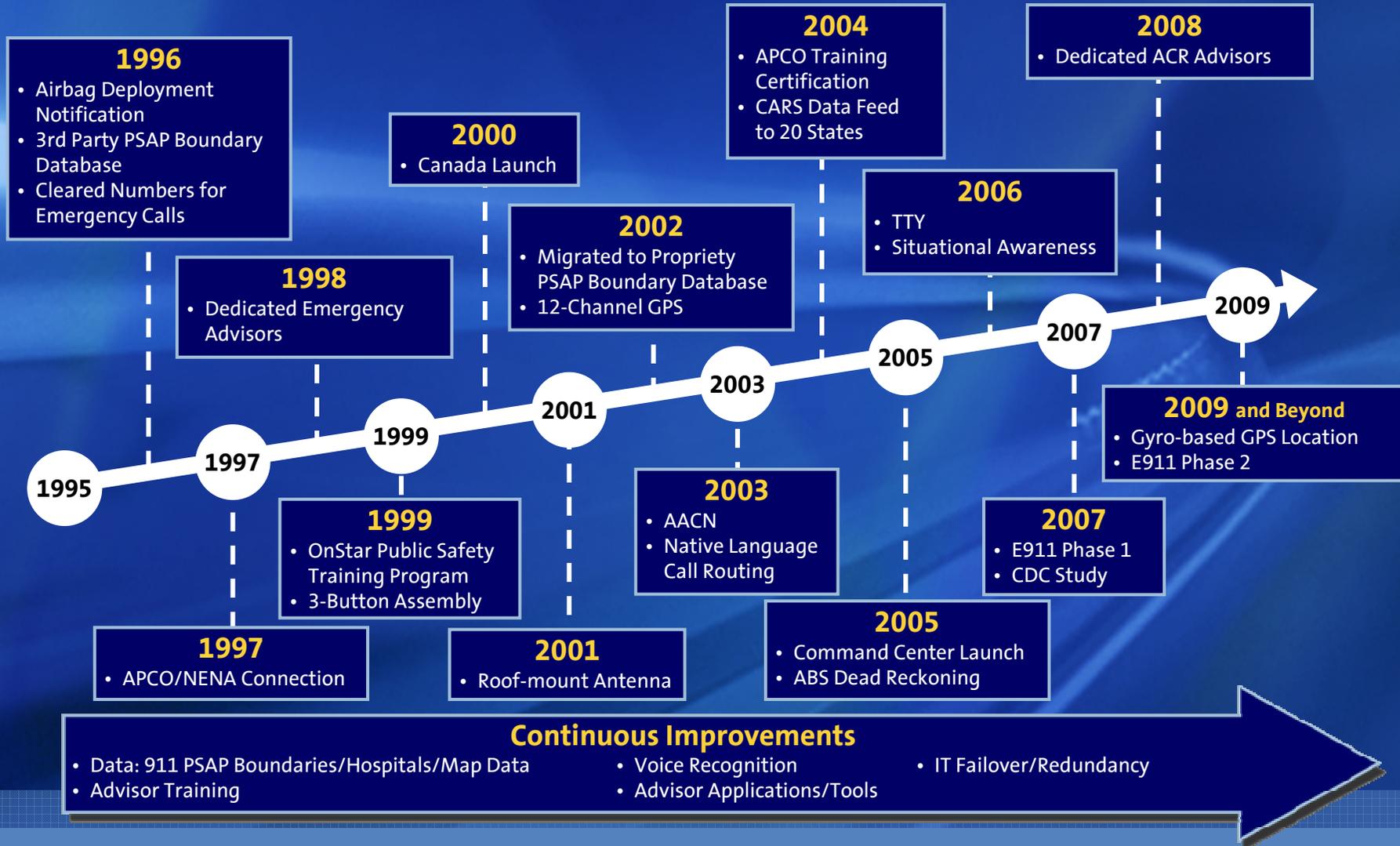
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# ***Automatic Crash Response 100,000 Incidents***



# OnStar's Automatic Crash Response Evolution



# *Pre-OnStar Crash Signature Technology*

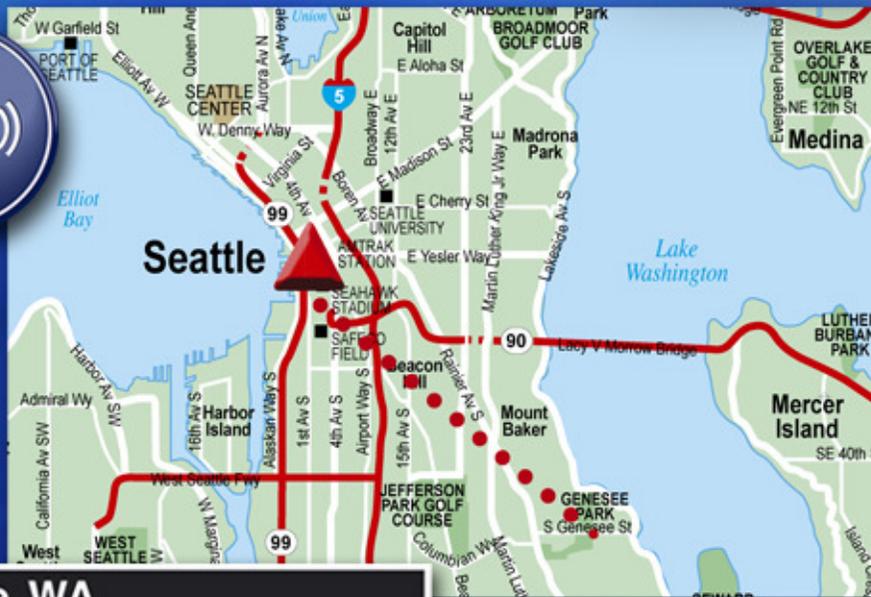


# Digital Crash Signature

The world's most advanced crash notification system

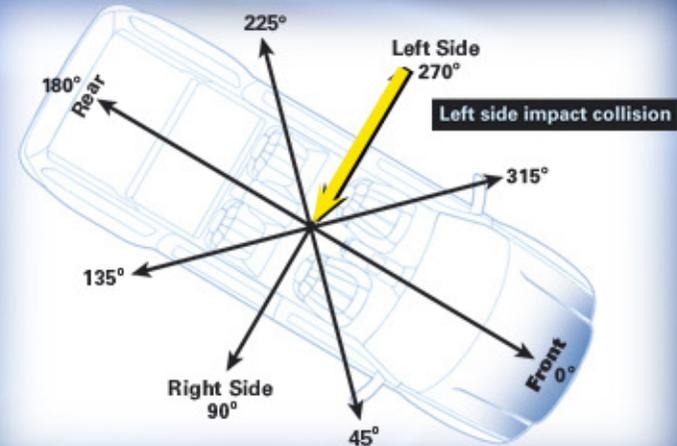
## Automatic Crash Response Status

Air Bag Status	Left Side Deployed
Maximum Reported Delta V	32 mph/51 km/h from the Left Side
Direction of Impact	Left Side
Multiple Impacts	No
Rollover Status	No



### Seattle, WA

Time	Longitude	Latitude
4:07 PM	122° 19' 2W	47° 36' 41N



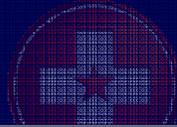
### PSAP Location

Name	Type	Phone
Seattle PD	Primary Emergency No.	(206) 583-2111
Comments		
SEATTLE PD PSAP, PRIMARY EMERGENCY NO. IS (206) 583-2111 AND SECONDARY EMERGENCY NO. IS NOT AVAILABLE. THIS VALUE IS PLOTTED FROM THE LATITUDE 47.6114 AND THE LONGITUDE -122.3172.		

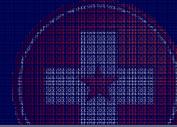
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Response  
1,000/Month



Emergency  
Services  
10,000/Month



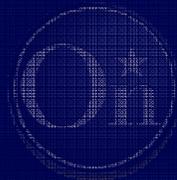
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# ***Stolen Vehicle Slowdown***

## The Facts

Over 1 million stolen vehicles annually in the U.S.

30,000 high speed chases

25% result in injuries – many times innocent bystanders

300 people die

## GM's Response

Remove the horsepower from the felon

Deployed on over 1.0 million MY 2009 vehicles

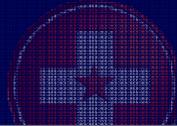


# Monthly Subscriber Interactions



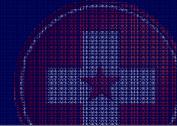
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# Turn-By-Turn Navigation



Redefines factory enabled navigation expectations:

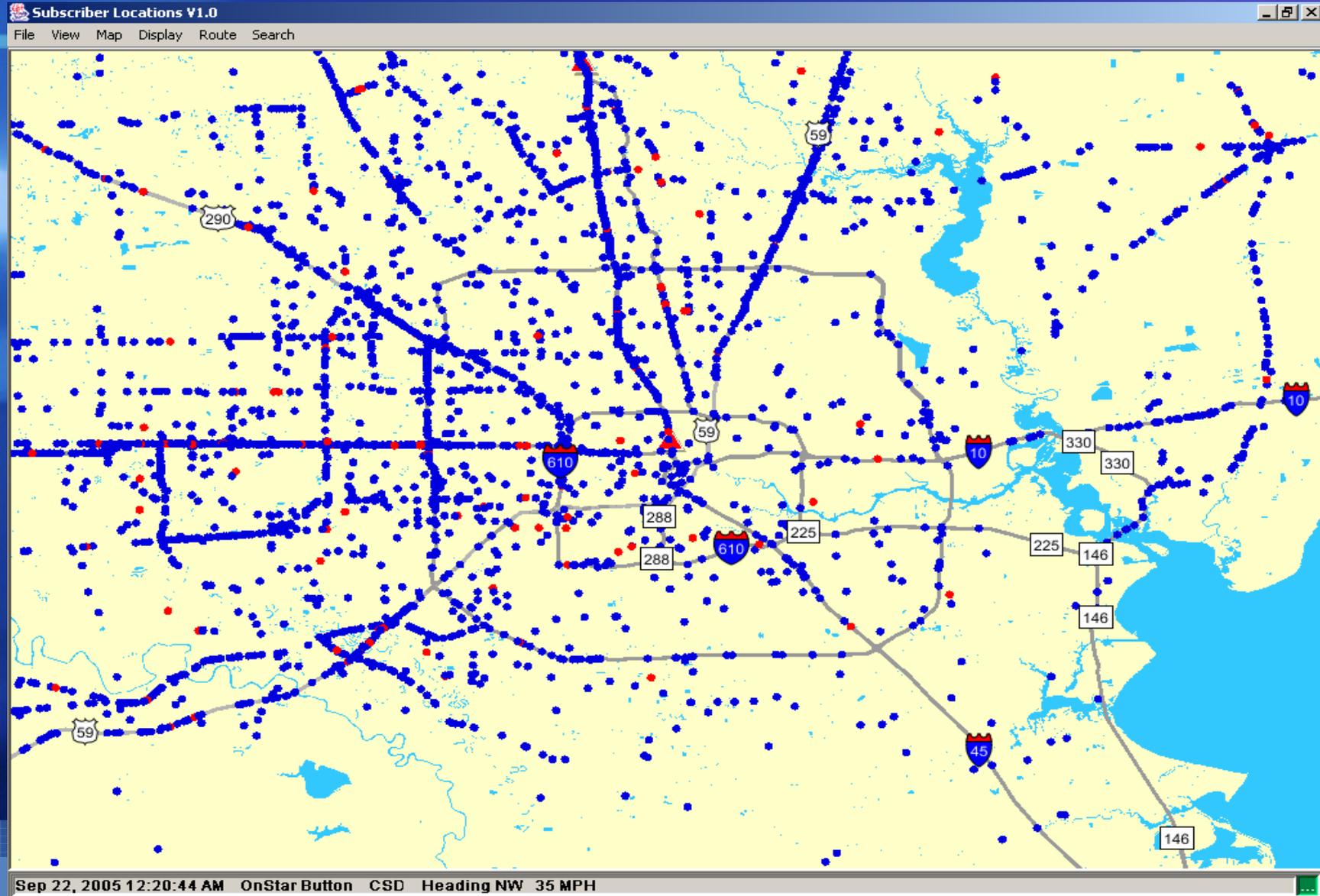
- Simplest/smartest approach
- Available across all vehicle segments

Establishes new category of "Connected Navigation"

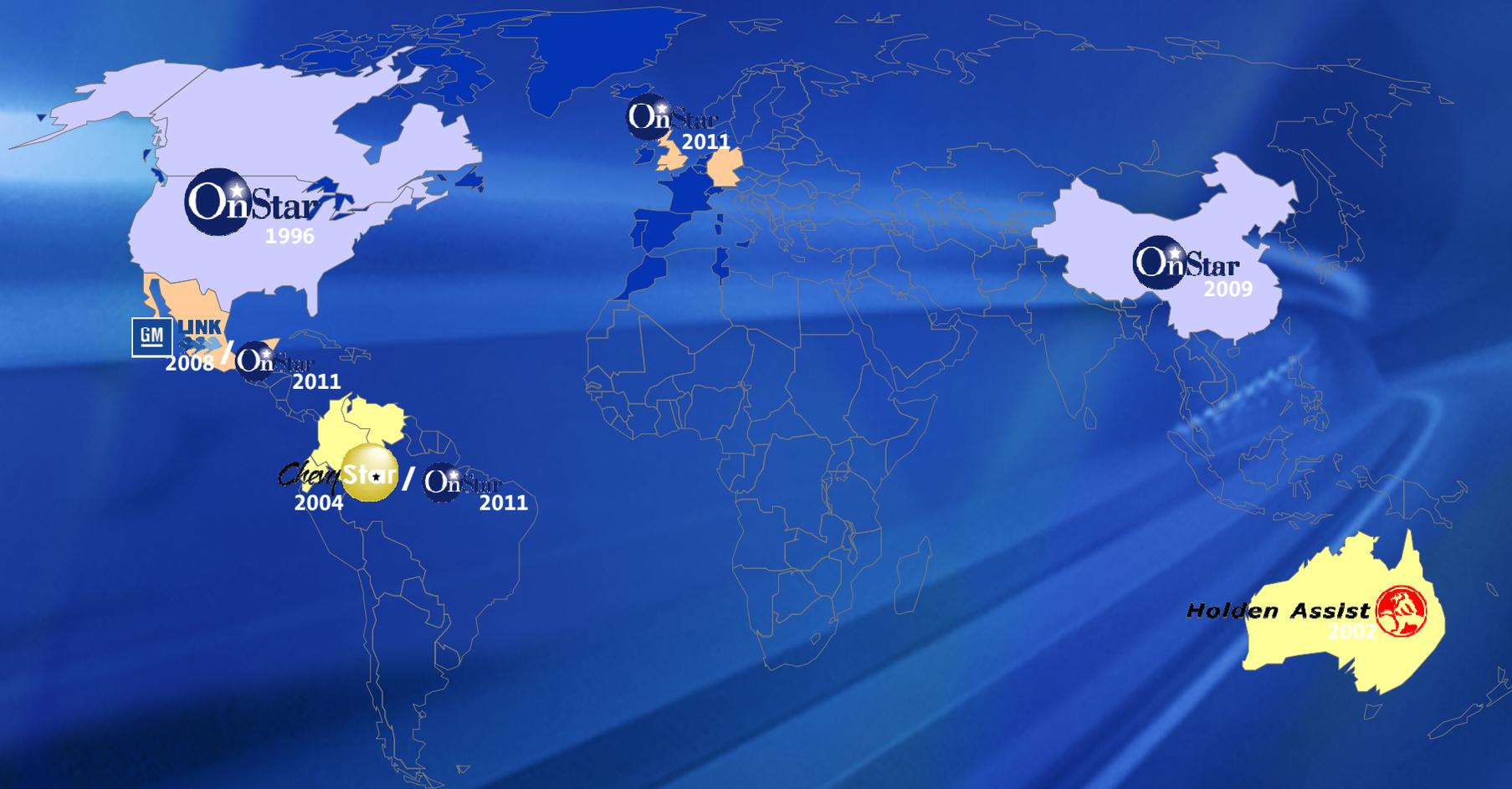
Creates multiple value capture opportunities

- Vehicle Differentiation

# Effects of Hurricane Rita Houston, Texas – Sept. 22, 2005



# Current View of GM's Global Telematics Landscape



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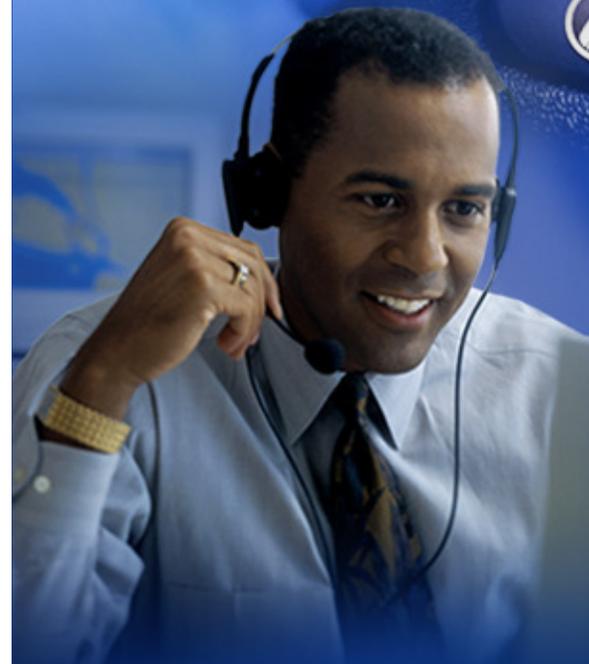
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OnStar COMMAND CENTER

OnStar

by GM

100,000

Automatic  
Crash Responses



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# *Getting Help in a Crash*

- Originally conceived of as the foundation of OnStar – our reason for being
- Has set the standard for everything we do
- There were no templates or roadmaps – only a compelling need to act
- Understood that it was the beginning of a difficult but potentially life changing journey
  - Countless risks and unknowns
  - Amazing opportunity to innovate with purpose

