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GM needs better quality, not better marketing

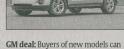
History in the automotive industry does not support marketing associate professor Christie Nordhielm's position that General Motors' 60-day, money-back guarantee is a "bad idea" because it "suggests you need a guarantee," and that having Tony Soprano drive a GM product would be a better idea ("CM to offer prosey back marked"). idea ("GM to offer money-back guarantee," Money, Friday).

Hyundai-Kia Automotive Croup has been quite successful in using its generous 10-year, 100,000 mile war-ranty to convince consumers that its vehicles are now built far better than they once were. Which they are. Hyundai-Kia has had a steep rate of quality improvement. Moving up in rankings of well-built, well-guaranteed whicles has been the keystone to Hyundai-Kia's growth over the past 15 years, without celebrity product

placement. Meanwhile, decades of celebrity-endorsed advertising from Detroit hasn't panned out nearly so well. Why would more of the same, more of Tony Soprano cruising Jersey in his Cadillac, be any different?

Building better cars that compete well in the marketplace — and being willing to back them up — that's real improvement, real change. And a

miprovenierii, Tea Change. And a much wiser road toward recovery. Tony Polito, associate professor Department of Marketing And Supply Chain Management East Carolina University Greenville, N.C.



bring them back within 60 days.

offer a 100,000-mile, bumper-tobumper warranty.

bumper warranty.
Such a move would say GM is willing to bet the company and its jobs on its cars. This 60-day, money-back offer is too little too late.

Mike Tune

Stand by products

If General Motors really wants to

Annandale, Va.

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Stylish and dramatic: 2010 Cadillac SRX crossover SUV.

Test Drive Caddy SRX needs work

It looks great, but it doesn't stand up in comparisons with its Lexus



GM to offer money-back guarantee

Promotion gets mixed reviews from experts

By James R. Healey
USA TODAY

See a stage of the stag