



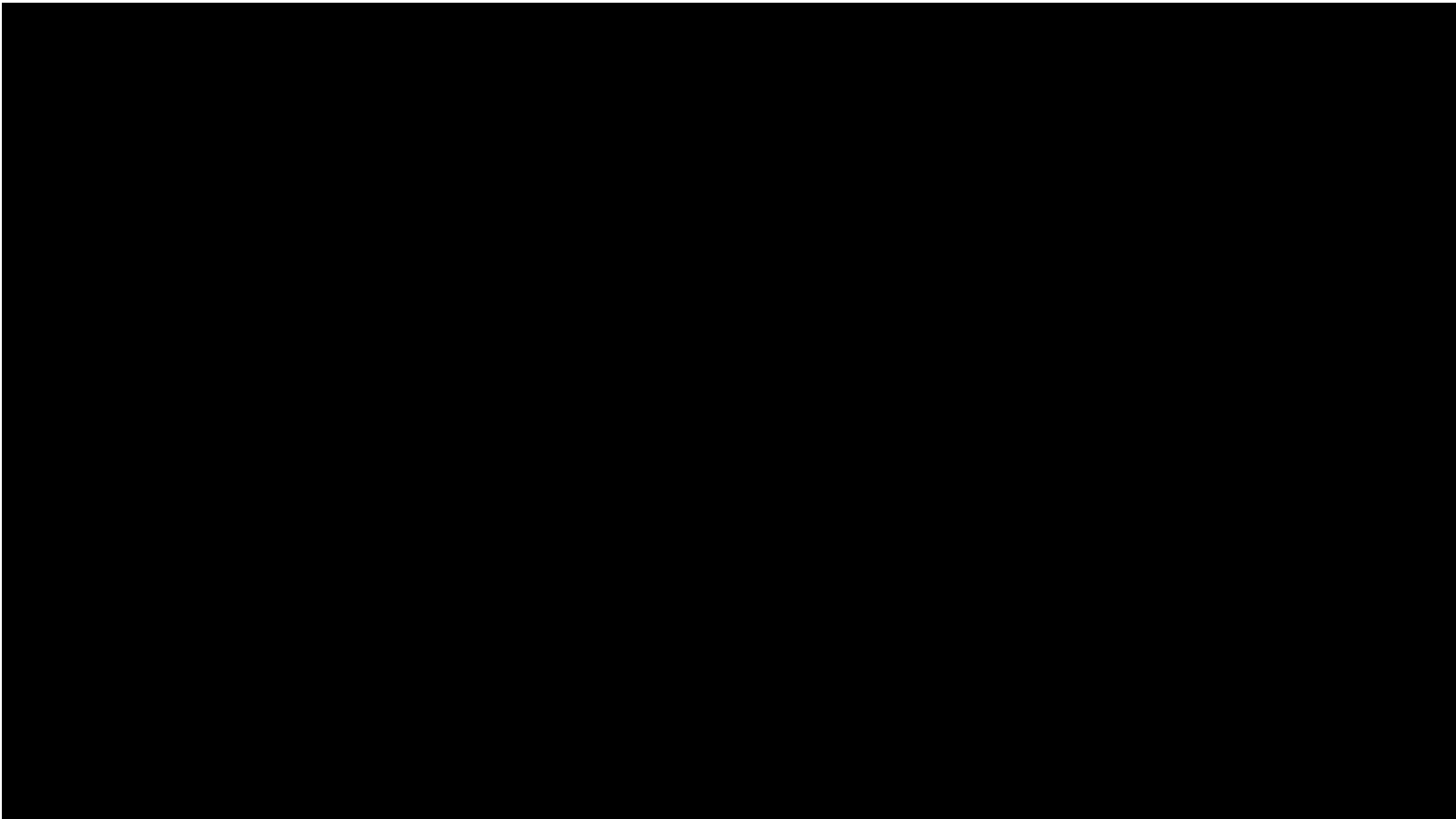
GENERAL MOTORS RECALL

Group 2

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PROBLEM STATEMENT



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General Motors Recall





PROBLEM STATEMENT

- GM needs to create a positive public reputation through:
 - Community Programs
 - Revised Safety Regulations
 - Improved Quality Control

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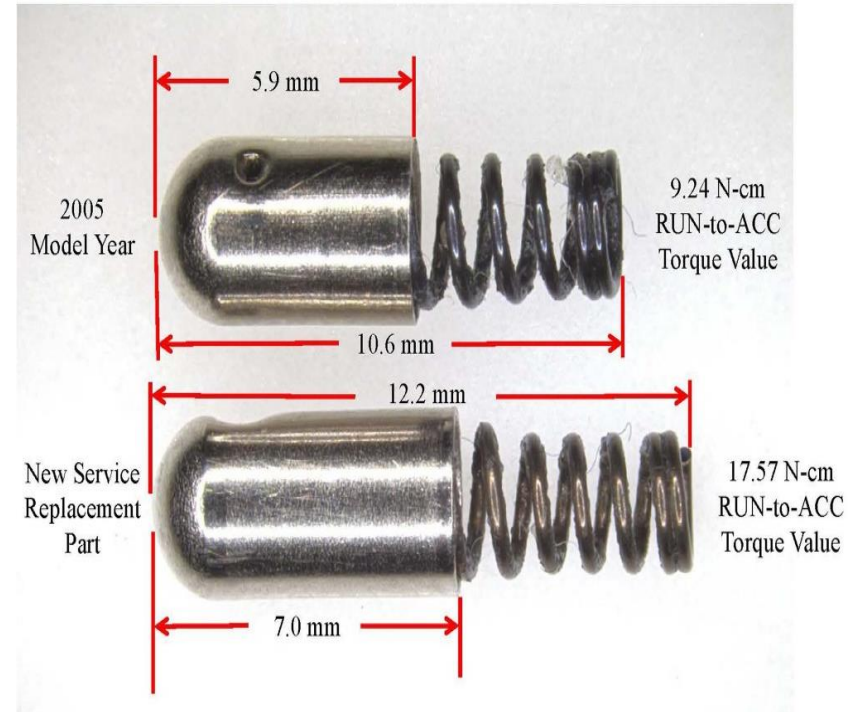


BACKGROUND

- The spring in the ignition switch was 1.6 mm shorter and less “springy.”
- This short spring causes the car to shutdown.
- In 2001, GM detected the problem in preproduction testing.



Exemplar Chevrolet Cobalt Switch Detent Plungers





BACKGROUND

- In 2005, GM rejected a proposal to fix the problem because a recall would be too costly, and reproduction would take too long.
- In 2009, GM filed for bankruptcy.
- In June 2013, a GM engineer said that the company made a “business decision not to fix the problem.”
- Earlier in 2014, a recall was issued.





OBJECTIVE

- Fix Public Image
- Increase Safety
- Enhance Quality Control



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Beau Bell

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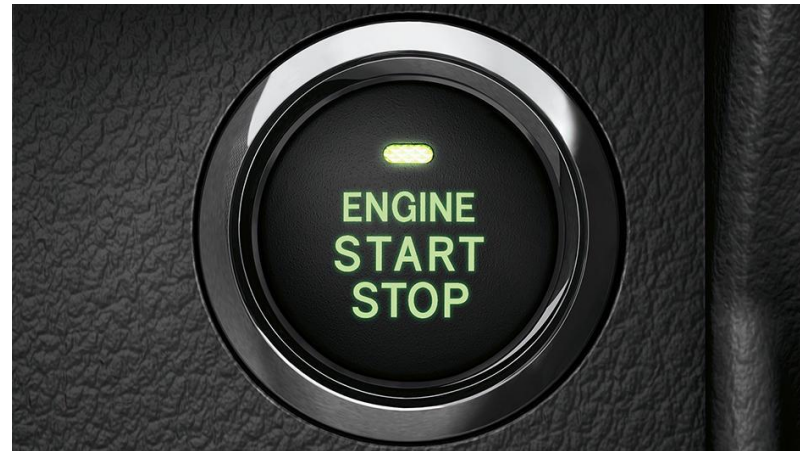
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PROPOSAL

Manufacturing



- Quality Control
- Increase Accountability
- Update Technology



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PROPOSAL

Public Relations

- Advertisement
- Community Outreach
- Earn Back Reputation



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OUTCOME

- Better Ignition Switches – Push to Start
- Ethical Quality Control
- New Goal for Company Image: Highest Rated in Safety



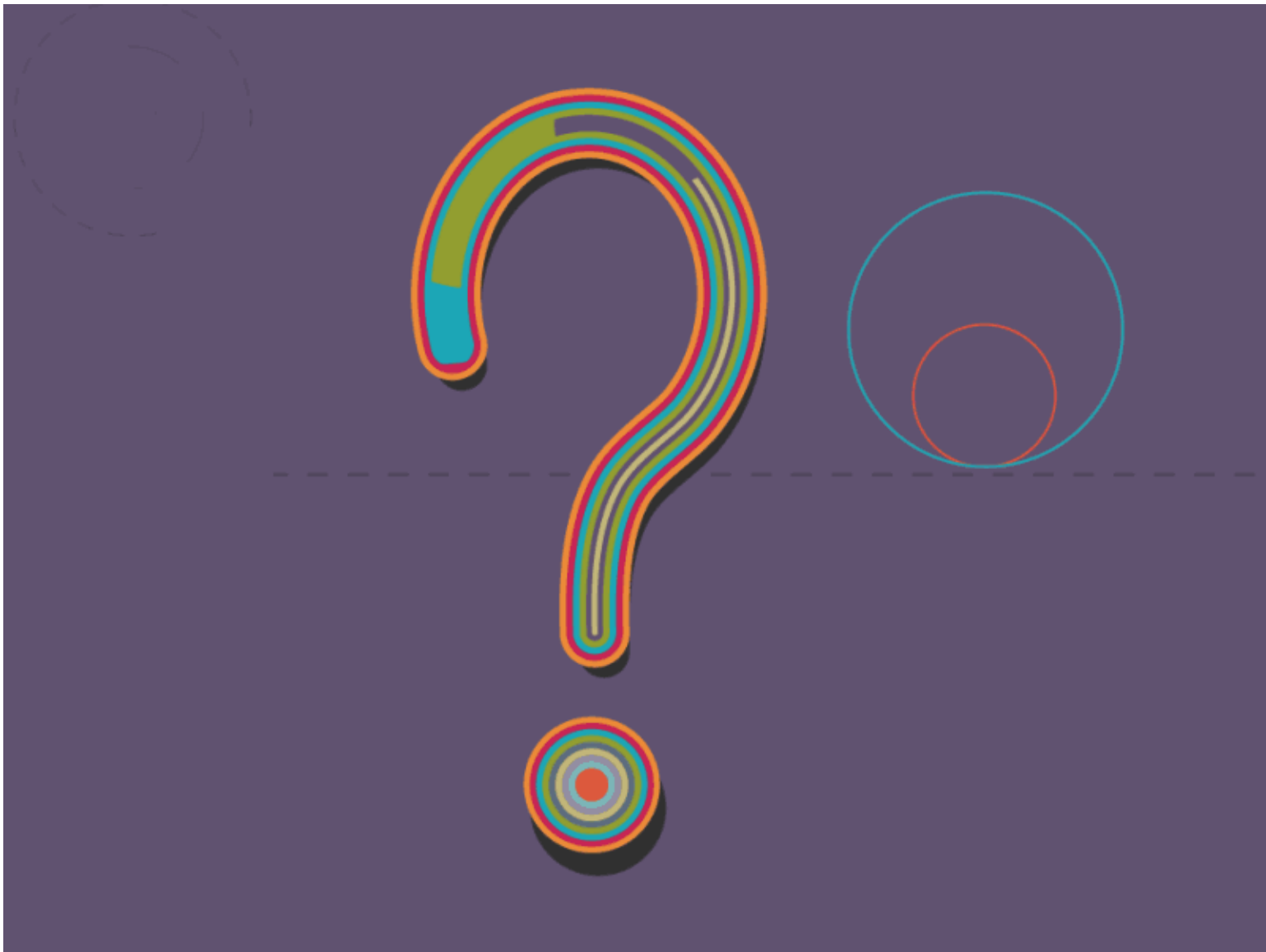
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