

CHEVROLET FNR PPT TEMPLATE

November 2019

OPTIONAL CHEVROLET FNR PPT TITLE SLIDE

November 2019

GM CONFIDENTIAL



**“VESTIBULUM JUSTO RISUS,
FINIBUS EU MI AC, SODALES
EFFICITUR LECTUS.”**

~ Johnathan Doeber

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**ALWAYS
STRIVE TO
FIND NEW
ROADS**

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OPTIONAL SECTION HEADER



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ICONS FOR USE





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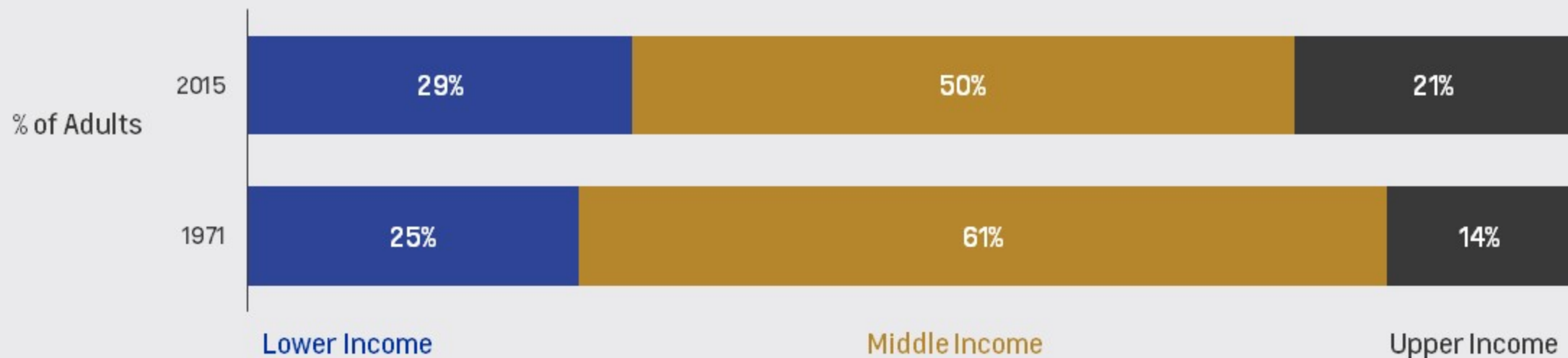
NOT ALL THOSE
WHO WANDER
ARE LOST.

FIND
NEW
ROADS

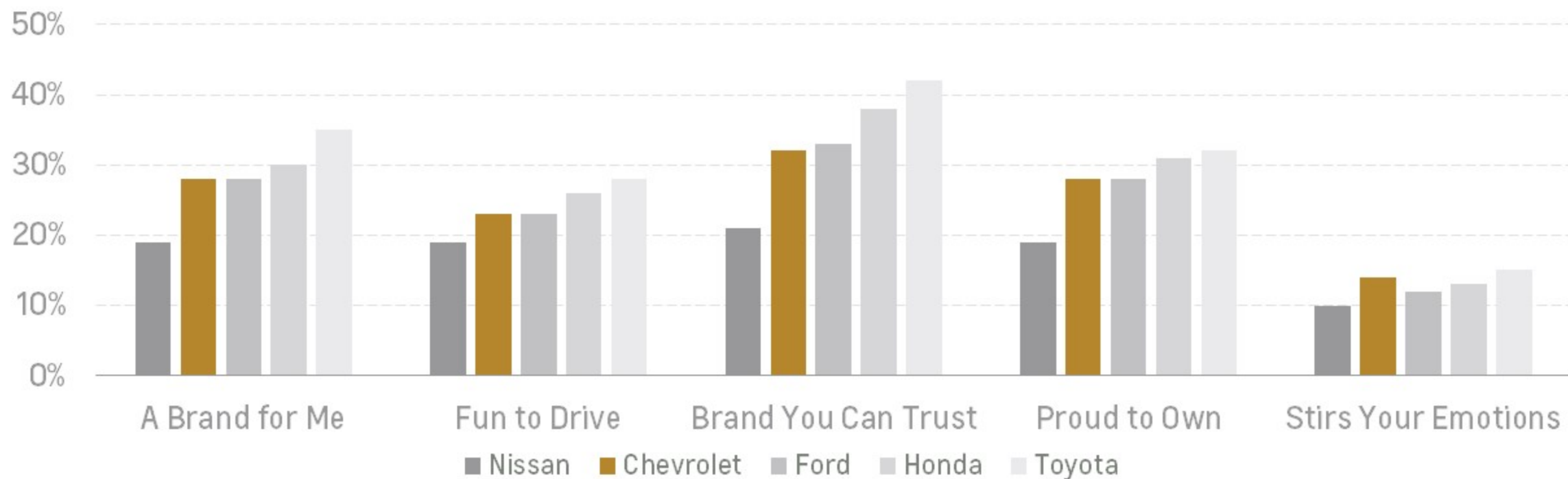
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They still want cars:
84% of Middle Americans
own a car



Americans are optimistic:
75% of Middle Americans
say buying a home is
still a priority



Prioritizing education:
71 % of Americans see
higher education as
“a social good or both
a social good and a
private benefit”



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ARTHIE & ROBERTO
ANNA & PRAVEEN
MARCO & MARIA
HANI
JANET & SAMANTHA
BOB & MARTHA
LARRY & LYDIA
LAUREN
DARRIN & ANU
PAUL & VANTHANA
SHELIA & THEO
BRINN
SAM
ANDY & BRIAN
TODD & MARTHA
MAURICIO & BELAM
EMILY & LAUREN
BEN & MARK
PAUL & MAHALA

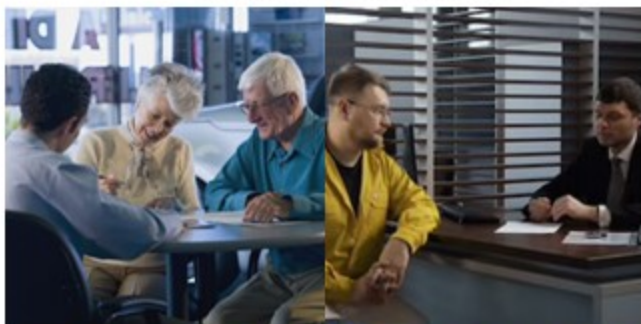
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- New Middle America
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- Ut fermentum quam tristique

Traditional Middle America

Old Paradigms



TIME

Americans feel more strapped for money than time, consider 11% of Middle Americans stated they would be interested in trading in some of their paycheck for more free time.



FAMILY

83% of Middle Americans say that they are happy with their family relationship and that their overall satisfaction in life is because of these personal factors.

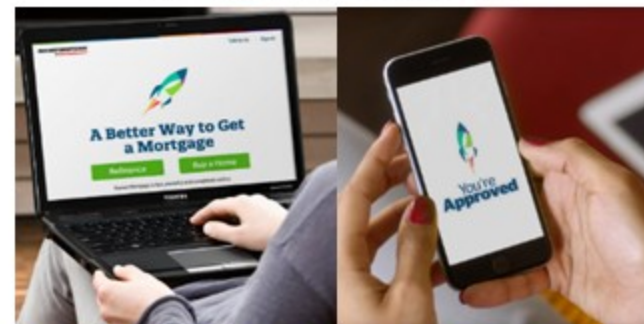


ME

80% of consumers are more likely to make a purchase when brands offer personalized experiences.

New Middle America

New Expectations



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LOREM IPSUM DOLOR SIT AMET

TIME AS VALUE



Lemonade

Apple Pay

| venmo

| PayPal

RELATIONSHIPS AS VALUE



Disney

Care.com

UNIQUE ME AS VALUE

amazon.com

NETFLIX



AN EXPANDING CONCEPT OF VALUE

Value for Money

Spending Money in Ways
that Add Additional Value

AN EXPANDING CONCEPT OF VALUE

Value for Money

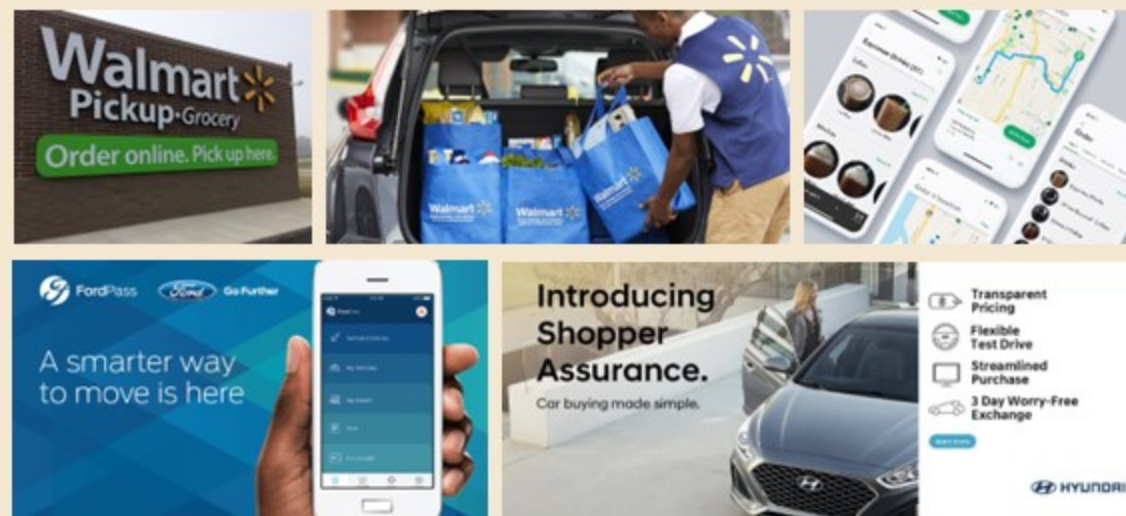
- Quality/Cost

Spending Money in Ways that Add Additional Value

- Quality/Cost
- Time as Value
- Relationships as Value
- Unique Me as Value

Value for Money

Spending Money in Ways that Add Additional Value



Source: Automotive News, Forbes

GM CONFIDENTIAL

CHEVROLET VALUE

1	2	3
Simplicity LOREM IPSUM DOLOR Nunc hendrerit libero vitae ipsum luctus porttitor. Fusce ullamcorper erat vel dui rutrum, ut fermentum quam tristique	Family LOREM IPSUM DOLOR Nunc hendrerit libero vitae ipsum luctus porttitor. Fusce ullamcorper erat vel dui rutrum, ut fermentum quam tristique	Personalization LOREM IPSUM DOLOR Nunc hendrerit libero vitae ipsum luctus porttitor. Fusce ullamcorper erat vel dui rutrum, ut fermentum quam tristique
Traditional Middle America New Middle America		
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HYUNDAI is trying to create
“the Amazon experience” for
car buyers



TESLA is revolutionizing the
way cars are serviced



FORD becomes a mobility
solutions provider with
FordPass

LINCOLN is saving clients
time and effort with
pick and delivery



CORVETTE Z06

“CONCEPT TITLE”

Write up goes here... Lorem Ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

THANK YOU

