

Silverado EV

Overview

June 2024

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BX Opportunity and Approach

for Silverado EV Launch





BX Vision

TRANSFORMATION

Optimize resources, process and programs

MARTECH ADVANCEMENT

Be the expert and lead on data, tools and technology

INTEGRATION

Chevy team, Adjacencies and Partners

LESS IS MORE

Highly focus, more meaningful and relevant

Silverado EV Launch

CHEVY EV

Introduce The First-Ever All-Electric Silverado EV

SILVERADO EV

Leverage unique benefits of a Chevy Silverado ... in an EV

EV TRANSITION

Overcome prevalent barriers to EV adoption

AUDIENCE – JOURNEY

Build an audience and consumer journey-based business model



Our Chevy Brand Experience Framework

Truly Know Our Audience

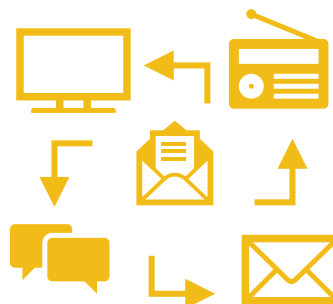


Pain points and moments that matter

Data Segmentation: Leverage data to inform the audience and personalization strategy

Customer Journey: Understand not only the pain points, but also the moments that matter (MTM)

Deploy “The Machine”

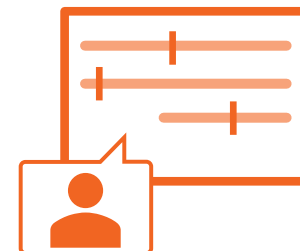


Smart, responsive and flexible

Omnichannel: Surround the customer with consistent and coordinated messages, no matter which channel they are in

One Brand Voice: Orchestrate stakeholders to provide one single integrated voice to our customers

CX on Your Terms



Seamless, refined and intuitive

Makes the experience relevant

Channel preference:

- Personalized EV information
- Flexible based on customer needs

Silverado EV Audience

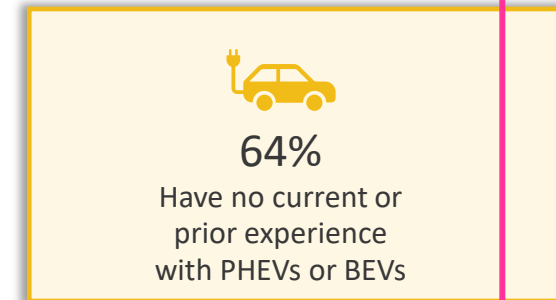
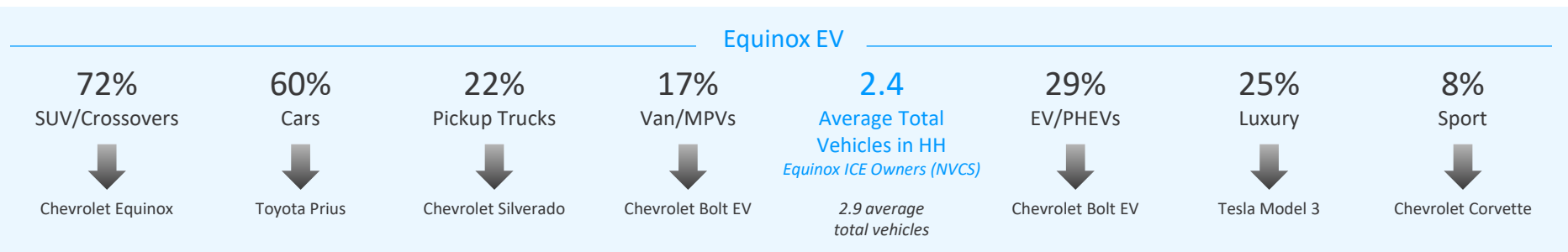
and Objectives





It Starts with Understanding Our Audience

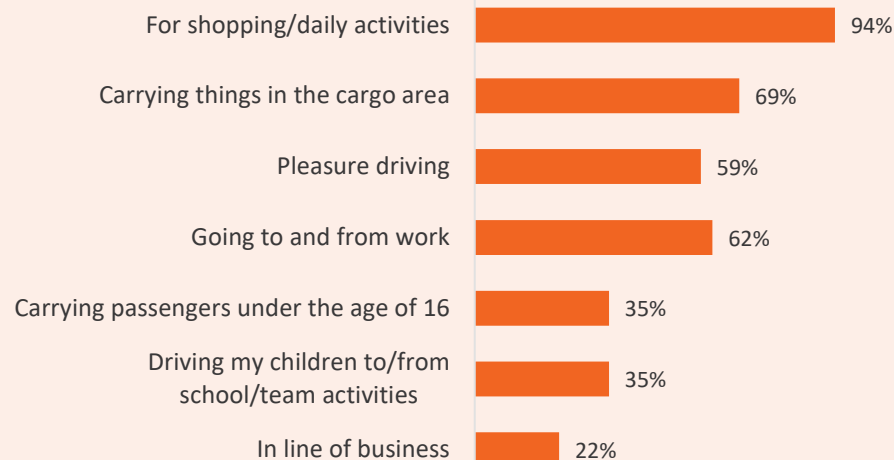
Equinox EV Handraisers are affluent luxury automotive enthusiasts with little EV experience; most will be completely new to GM



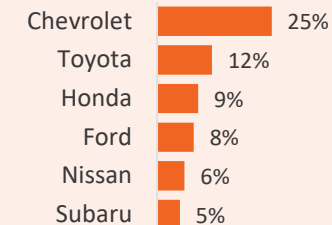
How They Look

- Largely Male 85%
- Median Age 56
- Married 80%
- College Grad 78%
- Median HHI \$134k
- White or Caucasian 74%
- Top Occupations:
 - Business Professional 10%
 - Programmer, IT 10%
 - Mid-Level Manager 6%
 - Healthcare Professional 5%

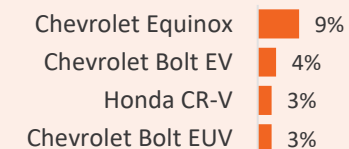
SUV-EV Planned Usage



Top Makes to Be Replaced



Top Models to Be Replaced





They Are Hungry for Information and Are Eager to Make Their Next Purchase

Aside from info vehicle features and EV ownership, they want details on the ordering process

Information Desired

- \\ 31% Availability
 - When to order or purchase
 - When and where to test drive
- \\ 21% Price
 - Final pricing
 - Financing, leasing, trading in
- \\ 16% Comparison by Trim, Model, Competitors
- \\ 14% Charging
- \\ 13% Features
 - Safety, tech, Super Cruise, OTA, etc.
- \\ 11% Rebates and Incentives

Reasons to Request Updates

- \\ 77% Planning Next Vehicle Purchase
- \\ 69% Interested in Ordering One in the Future
- \\ 63% To Learn About Vehicle Configuration and Pricing
- \\ 32% to Learn About Electric Vehicles

Reasons for Excitement

- \\ 34% Affordable/Value
 - Vehicle purchase price & availability of tax rebates
- \\ 20% Vehicle Configuration
 - General features and technology; 9% of all responses mention one or more specific features: Safety and AWD most frequently cited
- \\ 19% Range/Efficiency
 - Miles in a single full charge
- \\ 18% Style
 - Exterior and interior looks, design, style

Top Vehicle Features of Interest (Desired Now)

- \\ 25% EV Charging Capabilities
- \\ 25% Safety Features and Technology
- \\ 24% Ultium Platform
- \\ 24% Display Screens and Infotainment System

Source: Chevrolet SUV-EV Handraisers' Communication Preferences, January 2023

Note: Red text indicates Equinox EV Handraisers are more likely to care about this topic over Blazer EV Handraisers

GM Confidential

Messaging Strategy

By Customer Journey
and Audience



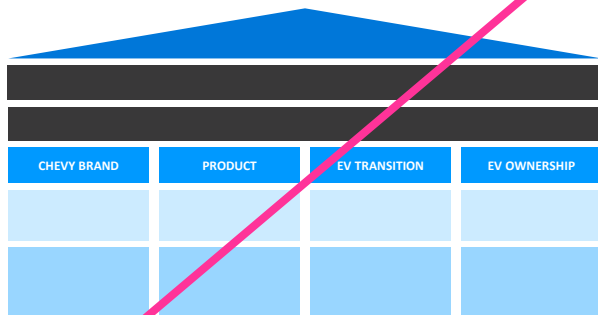


Confirm vehicle?



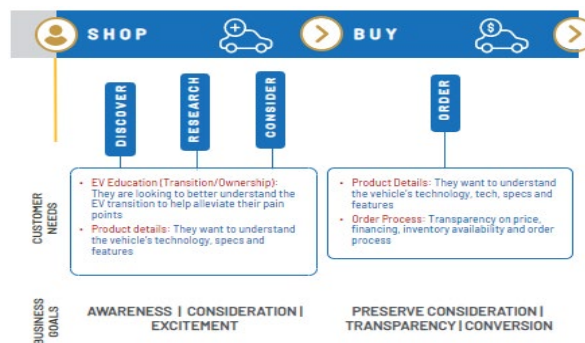
Message Strategy: Three Ways

Core Messaging Architecture



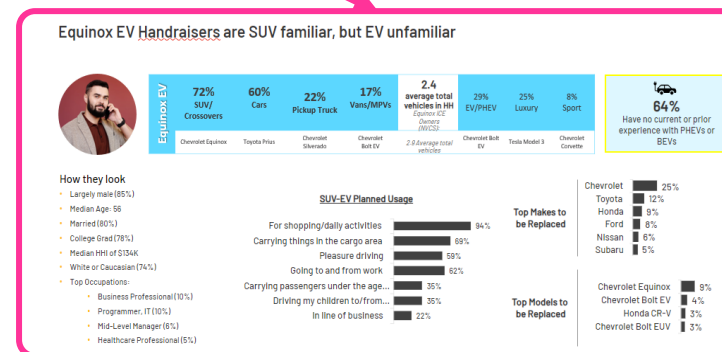
Equinox EV positioning, strategic pillars and key messages

Messaging By Journey Stage



Customer needs, business objectives and key messages

By Audience



Use key messages and tailor based on audience insights

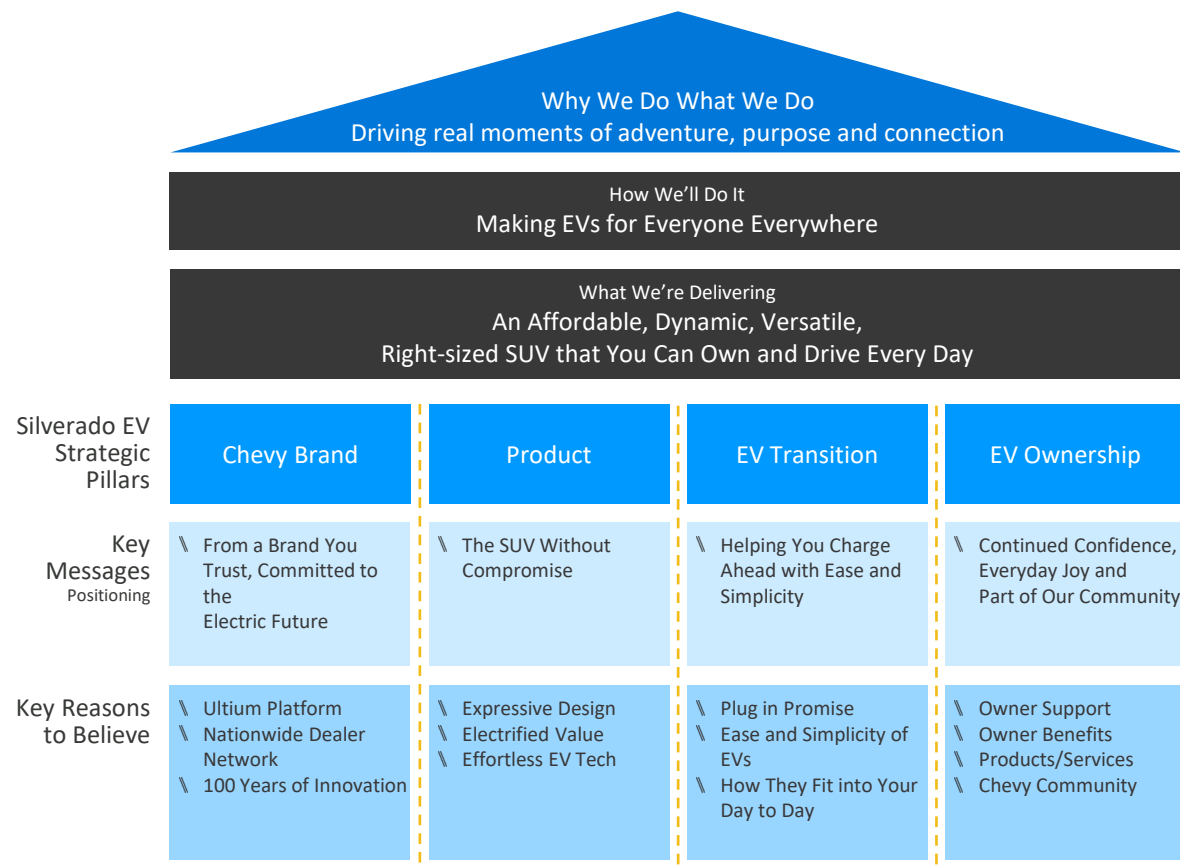
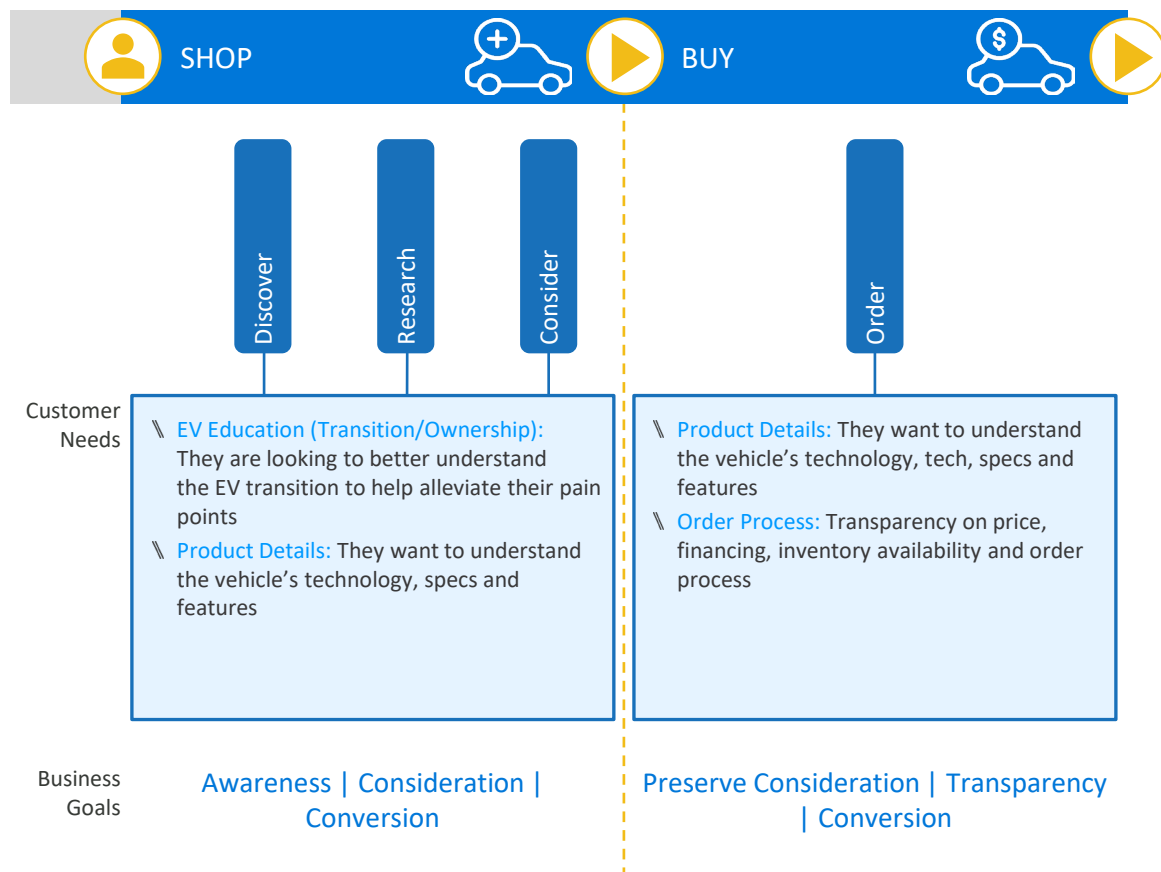


Confirm vehicle?

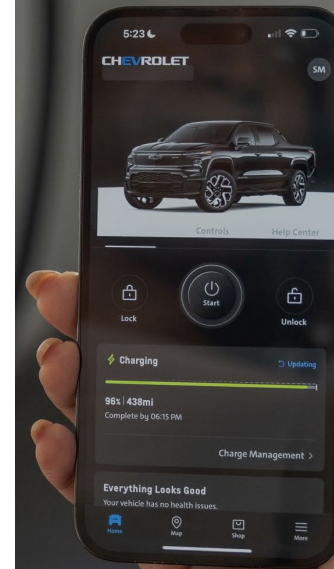


Customer Needs by Journey Stage

Leveraging our Equinox EV existing messaging architecture with updates specific to the Equinox EV:



Silverado EV Handraiser





Note for writer: Spell these out, or are these clear to the audience?



Based on our analysis, the following **three key customer needs** will be addressed **through the lens of the Chevy brand and Silverado EV** in our continued Handraiser communications



Purchasing/Ordering

How: Driving Handraisers to take **HVBs** on site and moving them through the purchasing process through the **DRP** tool



EV Education/Brand

How: Driving Handraisers to explore EV educational content that helps alleviate concerns/barriers to EV adoption



Product Details

How: Driving Handraisers to explore vehicle educational content that covers the features they are most interested in hearing about



SEV Handraiser Strategy

Nameplate
Agnostic

Vision & Story Arc

A strategically lead, holistic storytelling approach that meets our Handraisers' needs at critical points along their EV journey and aligns with their sequential jobs to be done

Vehicle
Specific

Audience

Collect and analyze audience insights specific to each individual nameplate

Needs

Utilizing the insights, categorize and bucket customer needs during the different stages of the Shop & Buy journey

Cadence

Develop messaging cadence to address customer needs and align with overarching product availability and launch timing



Note for writer: Change Buy to By?
"By providing them with..."



Handraiser Cultivation Objective



Get

New Silverado EV Handraisers



To

- \\ Sustain their interest in Silverado EV
- \\ Increase consideration of EV as a category
- \\ Ultimately, convert to sale



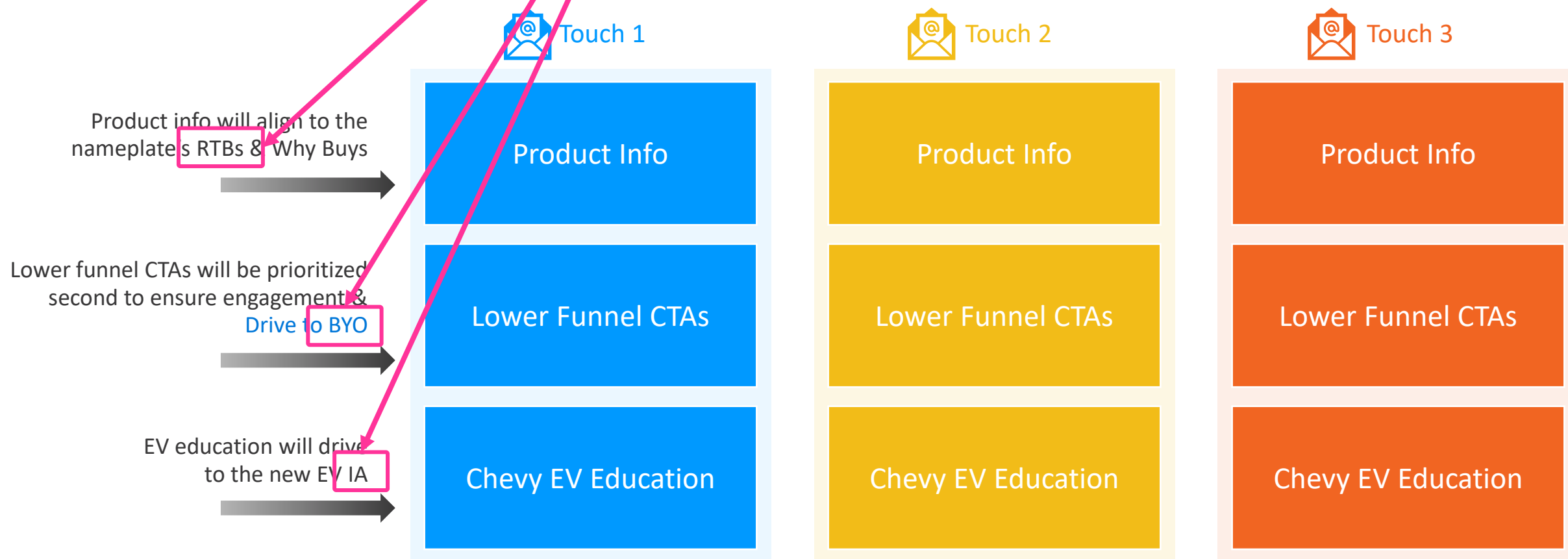
Buy

Providing them with an engaging and meaningful *storytelling* experience that meets their communication needs along their Silverado EV journey



SEV Handraiser Approach

For Silverado EV, we're utilizing a 3-touch approach that will include key product info, EV/brand education, and lower funnel CTAs





Creative Deliverables

Touch 1: Design

24 hours after a consumer signs up

[Build & Buy](#)
[Search Inventory](#)
[Explore Silverado EV](#)

Preproduction model shown. Actual production model will vary. Visit [chevrolet.com/SilveradoEV](#) for availability details.

Game-changing capability

[Name], thank you for your interest in the 2024 Silverado EV First-Edition RST. With its leading-edge performance, capability and impressive range, you can reach your destination with Silverado strength and style.

GM-est. 440-mile range*
More standard range than any competitor

[Explore Silverado EV](#)

Black

[Build & Buy](#)

EV living is easy

There's a new all-electric world out there for you to uncover. We make it simple by providing intuitive tools and support. From locating public chargers to easy home charging how-tos, explore these resources to make the transition to EV seamless.

[Explore EV Living](#)

Unlock Bidirectional Charging

Open the door to greater home energy freedom and peace of mind with our suite of innovative GM Energy products. Store power from the grid. Incorporate solar. Use energy from your 2024 Silverado EV First-Edition RST to provide power to your properly equipped home* during a blackout.*

[Explore GM Energy](#)

Together let's drive*

Touch 2: Range and Battery

0—6 month in-market: 3 business days after Touch 1
6—12 month in-market: 7 business days after Touch 1

[Build & Buy](#)
[Search Inventory](#)
[Explore Silverado EV](#)

Range leads the way

Silverado EV First-Edition RST offers a GM-estimated electric range of up to 440 miles,* more standard range than any competitor, so you can reach your destination confidently. Plus, with our expanding network of 174,000 public chargers and access to range-increasing tips, we're making everything about EV living easier.

[EV Range & Battery](#)

Energize your home

The 2024 Silverado EV First-Edition RST battery provides 5 days of backup power to a properly equipped home* when compared to the 3 days of backup power from the 2024 Ford F-150 Lightning. Learn more about using your battery to power your home with GM Energy.*

[Explore GM Energy](#)

Together let's drive*

Tech that's up to the task

[Name], the 2024 Silverado EV First-Edition RST comes with the latest driver-focused technology — so you can stay connected and get the most out of your truck.

17.7-inch diagonal touch-screen display

[Explore Technology](#)

[Build & Buy](#)

Touch 3: Technology

0—6 month in-market: 3 business days after Touch 1
6—12 month in-market: 7 business days after Touch 1

[Build & Buy](#)
[Search Inventory](#)
[Explore Silverado EV](#)

Preproduction model shown. Actual production model will vary. Visit [chevrolet.com/SilveradoEV](#) for availability details.

Designed from the ground up

[Name], from its commanding looks to its outstanding functionality, every inch of the 2024 Silverado EV First-Edition RST has been carefully designed to give you all of the benefits of an EV while delivering legendary Silverado strength.

- eTrunk™ underhood storage
- 24-inch aluminum wheels available
- Modern lighting

[Explore Design](#)

[Build & Buy](#)

Easy EV ownership

We're making EV ownership easier than ever with our collection of EV resources, including maintenance and battery health tips, public charging locator, battery warranty and much more.

[Learn About EV Ownership](#)

A shift in energy

Forget the flashlights. With the GM Energy PowerShift Charger and GM Energy Vehicle-to-Home Enablement Kit, you'll have up to 5 days of backup power to a properly equipped home* in the event of a blackout.*

[Explore GM Energy](#)

Together let's drive*

Silverado EV Reservation to Order

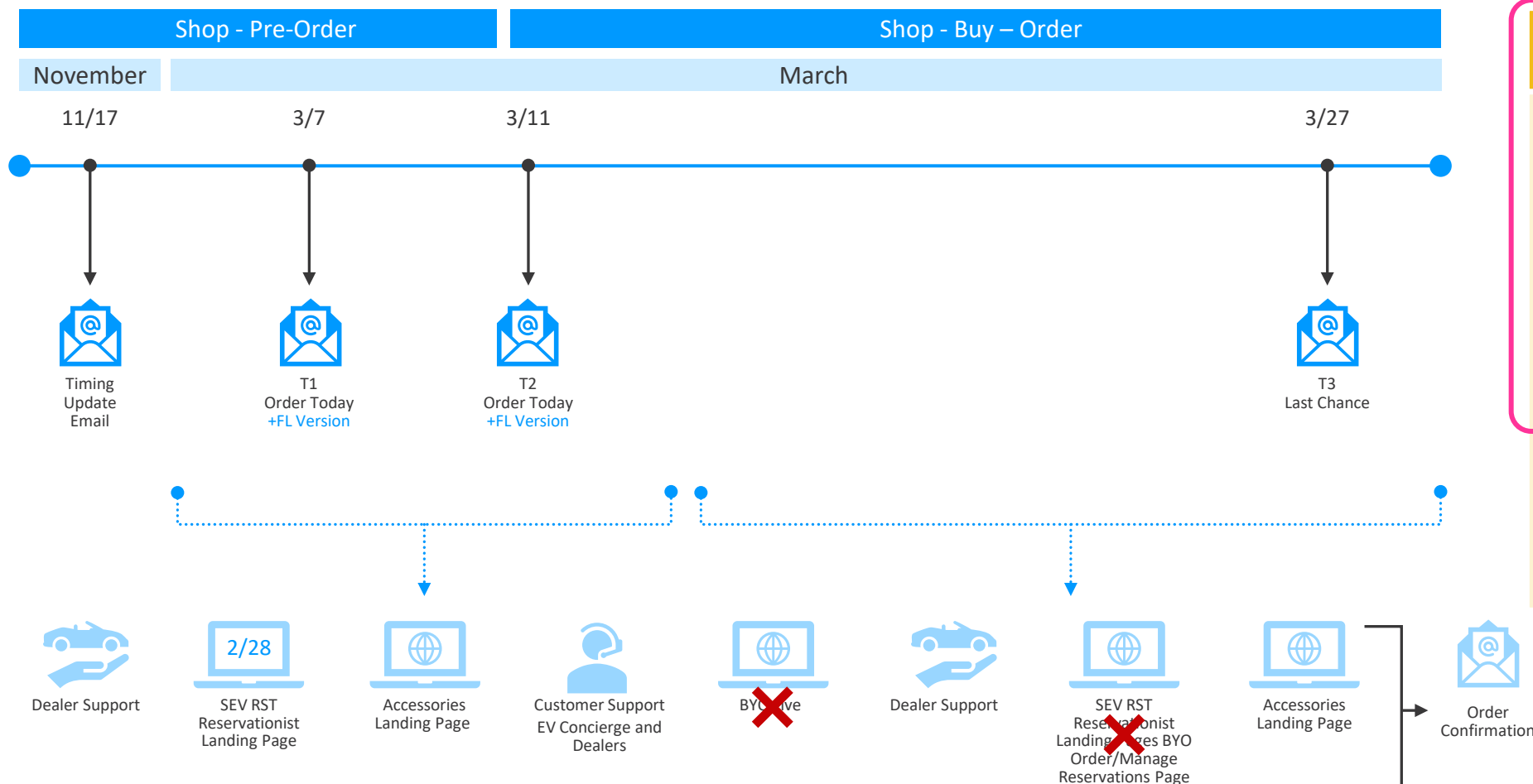




Note for writer: confirm dates, these have all passed.



Customer Moments that Matter: Communication Architecture



Cadence Begins March 2024

Key Dates

- \ 2/23 SITE Final Approval
- \ 2/26 CRM AHO (T1 Ad Hoc)
- \ 2/28 Journey Page Phase 1
- \ 3/4 Landing Page
- \ **3/7 Ordering to start**
- \ 3/27 Site Pre-Delivery Live
- \ 3/29 Order Window Closes
- \ 4/1 Pre-Delivery Begins
- \ 4/26 Onboarding Page Live
- \ 5/1 Onboarding Begins

Notes

- \ T1 planned to deploy as ad hoc
- \ T2-T3 planned to deploy as triggered campaign
- \ GMIT Confirmation email canceled



Creative Deliverables

Touch 1: Get Ready

First communication

CHEVROLET

Get ready

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Hi [Name],

Your time is coming to submit your Silverado EV First-Edition RST order request to your preferred dealer. Contact your dealer starting on:

3/11/24

As a reserver, you have secured your place to be one of the first to own the Silverado EV RST. While you prepare to submit your order request to your preferred dealer, take time to learn more about Silverado EV.

YOUR RESERVATION DETAILS

2024 Silverado EV RST

Reservation ID:

[642210]

Reservation Amount:

\$100.00

Reservation Placed:

[00/00/0000]

[Dealer Name]

[Dealer Address]

[Dealer City][Dealer State][Dealer ZIP]

[Dealer Phone]

Projected Delivery Date: First Half 2024

Manage Reservation

CHEVROLET

Order today

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

You now have exclusive access to submit your order request.

Today is the day! The time has come for you to take part in the future of electric vehicles. Don't miss your chance to submit your order request to your preferred dealer. You've just a few steps away from being one of the first to drive a Silverado EV First-Edition RST home. Contact your dealer now to get started.

You have until 3/29/24 to submit your order request.

YOUR RESERVATION DETAILS

2024 Silverado EV RST

Reservation ID:

[642210]

Reservation Amount:

\$100.00

Reservation Placed:

[00/00/0000]

[Dealer Name]

[Dealer Address]

[Dealer City][Dealer State][Dealer ZIP]

[Dealer Phone]

Projected Delivery Date: First Half 2024

Change Dealer

Change Dealer dynamic piece

CHEVROLET

Order today

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

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YOUR RESERVATION DETAILS

2024 Silverado EV RST

Reservation ID:

[642210]

Reservation Amount:

\$100.00

Reservation Placed:

[00/00/0000]

[Dealer Name]

[Dealer Address]

[Dealer City][Dealer State][Dealer ZIP]

[Dealer Phone]

Projected Delivery Date: First Half 2024

Change Dealer

Touch 2: Order Today

Sent 2 business days after Touch 1

CHEVROLET

Order today

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

You now have exclusive access to submit your order request.

Today is the day! The time has come for you to take part in the future of electric vehicles. Don't miss your chance to submit your order request to your preferred dealer. You've just a few steps away from being one of the first to drive a Silverado EV First-Edition RST home. Contact your dealer now to get started.

You have until 3/29/24 to submit your order request.

YOUR RESERVATION DETAILS

2024 Silverado EV RST

Reservation ID:

[642210]

Reservation Amount:

\$100.00

Reservation Placed:

[00/00/0000]

[Dealer Name]

[Dealer Address]

[Dealer City][Dealer State][Dealer ZIP]

[Dealer Phone]

Projected Delivery Date: First Half 2024

Change Dealer

Change Dealer dynamic piece

CHEVROLET

Order today

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

You now have exclusive access to submit your order request.

Today is the day! The time has come for you to take part in the future of electric vehicles. Don't miss your chance to submit your order request to your preferred dealer. You've just a few steps away from being one of the first to drive a Silverado EV First-Edition RST home. Contact your dealer now to get started.

You have until 3/29/24 to submit your order request.

YOUR RESERVATION DETAILS

2024 Silverado EV RST

Reservation ID:

[642210]

Reservation Amount:

\$100.00

Reservation Placed:

[00/00/0000]

[Dealer Name]

[Dealer Address]

[Dealer City][Dealer State][Dealer ZIP]

[Dealer Phone]

Projected Delivery Date: First Half 2024

Change Dealer

Touch 3: Don't Miss Out

Sent 2 business days before order window closed

CHEVROLET

Don't miss out

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

Your exclusive access is coming to an end.

There's still time to submit your order request. If you haven't already, contact your preferred dealer now to get started and be among the first to put a Silverado EV First-Edition RST in your driveway.

You have until 3/29/24 to submit your order request.

CHEVROLET

Don't miss out

Representation model shown. Actual product model may vary. See Chevrolet.com/SilveradoEV for availability details.

SILVERADO

Reservation ID: [642210]

Hi [Name],

Your exclusive access is coming to an end.

There's still time to submit your order request. If you haven't already, contact your preferred dealer now to get started and be among the first to put a Silverado EV First-Edition RST in your driveway.

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GM Confidential

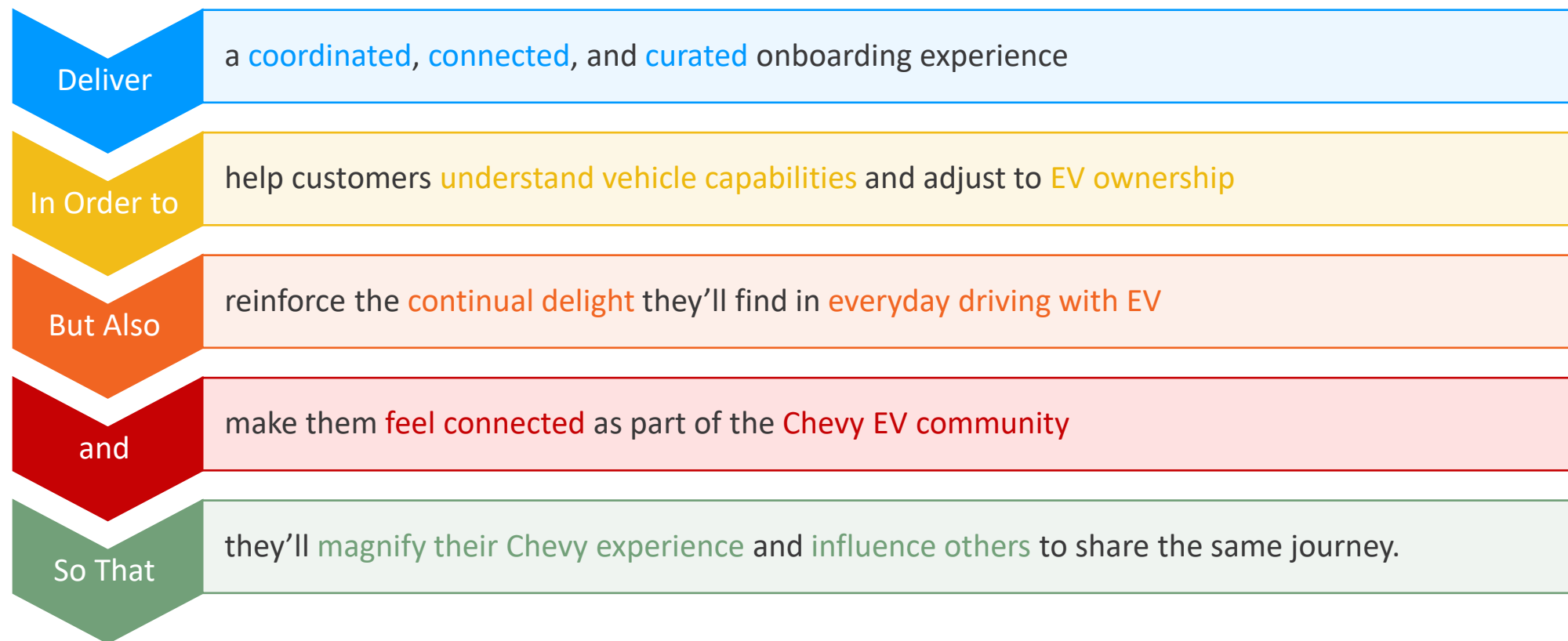
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Silverado EV Onboarding Plan





Vision



Confident + Joyful + Proud = Inspired to Influence



What We've Done (EV Mapping)



Understanding Our Audience

Dissect and analyze our audience using research to understand their mindset, demographic, and attitude toward purchasing an EV

AUDIENCE

They want to stand out and Blazer EV is perfect to help them make a statement

- Feeling in control is important. They're thorough researchers, assessing all options.
- Driving the most out of their cars, seeking new experiences, and exploring others to do so too.
- Looking to "take outside of the line" sometimes they want to be slightly rebellious.
- Projecting their brand. Every decision adds to their image... what, again. Someone that others go to for advice.

Highly compact	20% EV owner	20% EV owner	20% EV owner
Younger	20% EV owner	20% EV owner	20% EV owner
More affluent	20% EV owner	20% EV owner	20% EV owner
More EV ready	20% EV owner	20% EV owner	20% EV owner



Map E2E Experience

Identify and map customer needs through pre-order and Day of Delivery and Onboarding

WE'RE PLANNING END-TO-END

ANTICIPATING	CELEBRATING	FAMILIARIZING	CUSTOMIZING	PREPARING	DRIVING	ARRIVING
GET EXCITED	FEEL SPECIAL	FEEL CONFIDENT & COMFORTABLE	YOU'RE IN THE FAMILY	YOU'VE GOT THIS		



Curate, Prioritize, Categorize, Validate

Together with Stakeholders from across the GM organization, map customer pain points and barriers during different phases of the journey, prioritize and group content topics to alleviate pain points for our customers

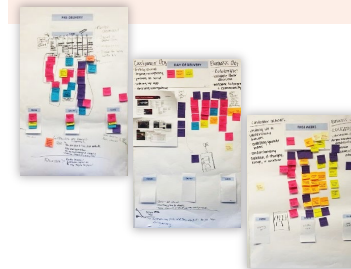
INTENTIONALLY CASCADING OVER TIME

KEY TOPICS	FEEL SPECIAL	FEEL CONFIDENT & COMFORTABLE	YOU'RE IN THE FAMILY	YOU'VE GOT THIS



Build Communication Architecture

With holistic view of the Chevy ecosystem, plot the prioritized topics and plan targeted CRM communications through the journey with a persistent site experience



Perform Content Gap Analysis

Audit existing Chevy content aligning with key topics to first understand: Does content exist? If yes, at a high level is it usable for Silverado EV?

Blazer EV - Content gap analysis

WHAT WE HAVE	WHAT WE NEED



Briefing & Refined Content Analysis

As part of the creative development process, Agency will identify existing content aligning with the customers' needs and analyze to determine quality and relevancy for Silverado EV

GET First-Time Blazer EV Owners who...

TO Love their first experiences with their Blazer EV and first impressions of the Chevy brand

BY driving real moments that make them feel...

Confident	Excited	Celebrated



How Might We?

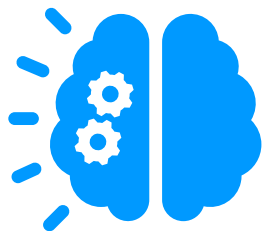
How might we deliver on *Our vision*
and ensure we are addressing *the pain points*
of all our customers at *the right moment*
and in *the right place*?



BX Communication Architecture and Ecosystem

A new “tech device” and a new way of life calls for a new onboarding approach. We will need both “user onboarding” and “customer onboarding.”

Functional “User” Onboarding



Help consumers easily **understand** the complexities of their vehicles new **and exciting features**.

The goal is to **increase engagement** rate – continuous usage – by providing **continuous value**.

Relational “Customer” Onboarding



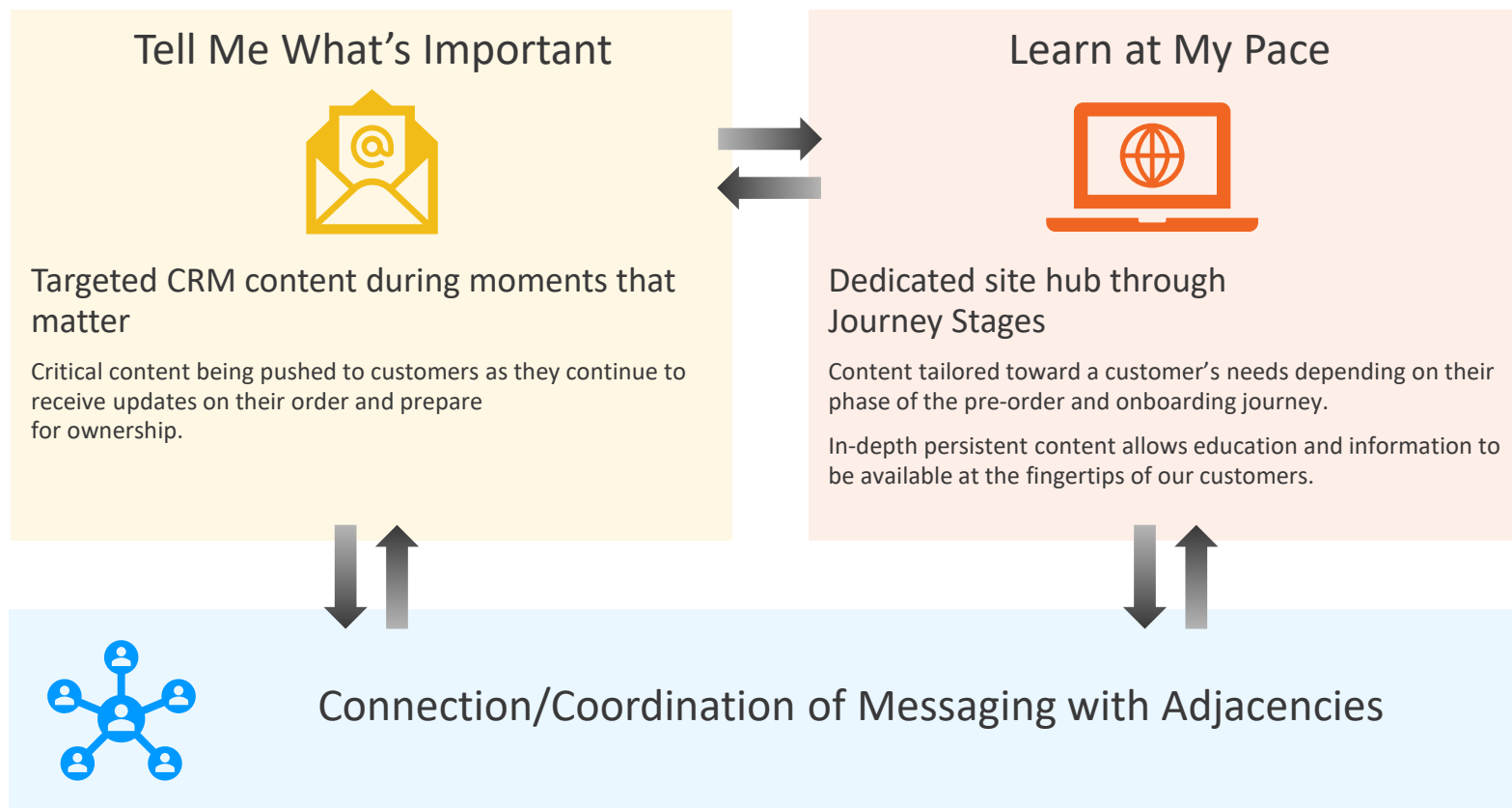
Help consumers **understand the value of being an owner** and help them build a sense of loyalty to the **brand and the community**.

They’ve **changed their lives** by going with EV, and for many they’ve joined **a new brand**.



Connecting Across Channels

We're building a push and pull approach with transparent content focused on:



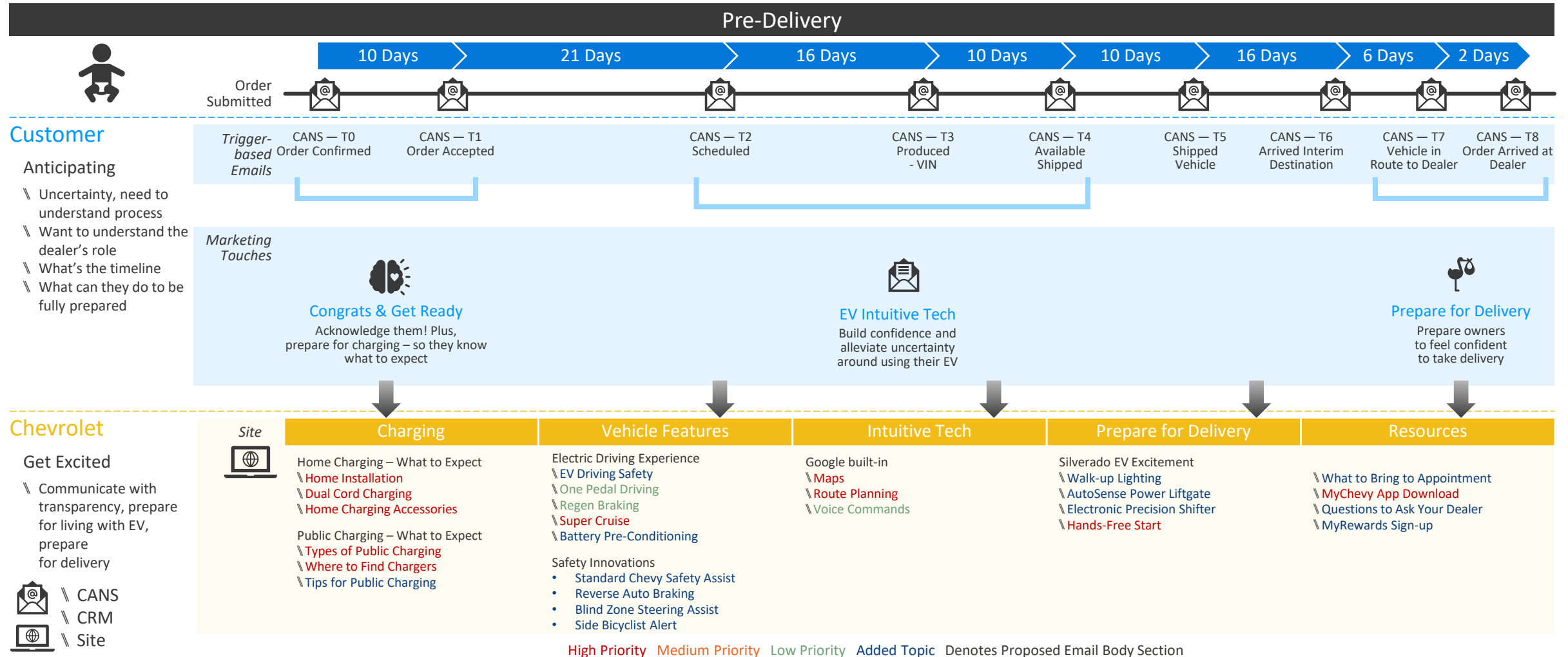


New Owner Onboarding

Shop and Buy		Onboarding		Own			In-Market
Reservation Conversion to Order	Order to Delivery (Tracking) – CANS	Day of Delivery	First Weeks After Delivery	Early Ownership	Mid Lifecycle Ownership	Late Lifecycle Ownership	Back in Market/ Ready to Re-Purchase
Handraisers	Pre-Delivery						

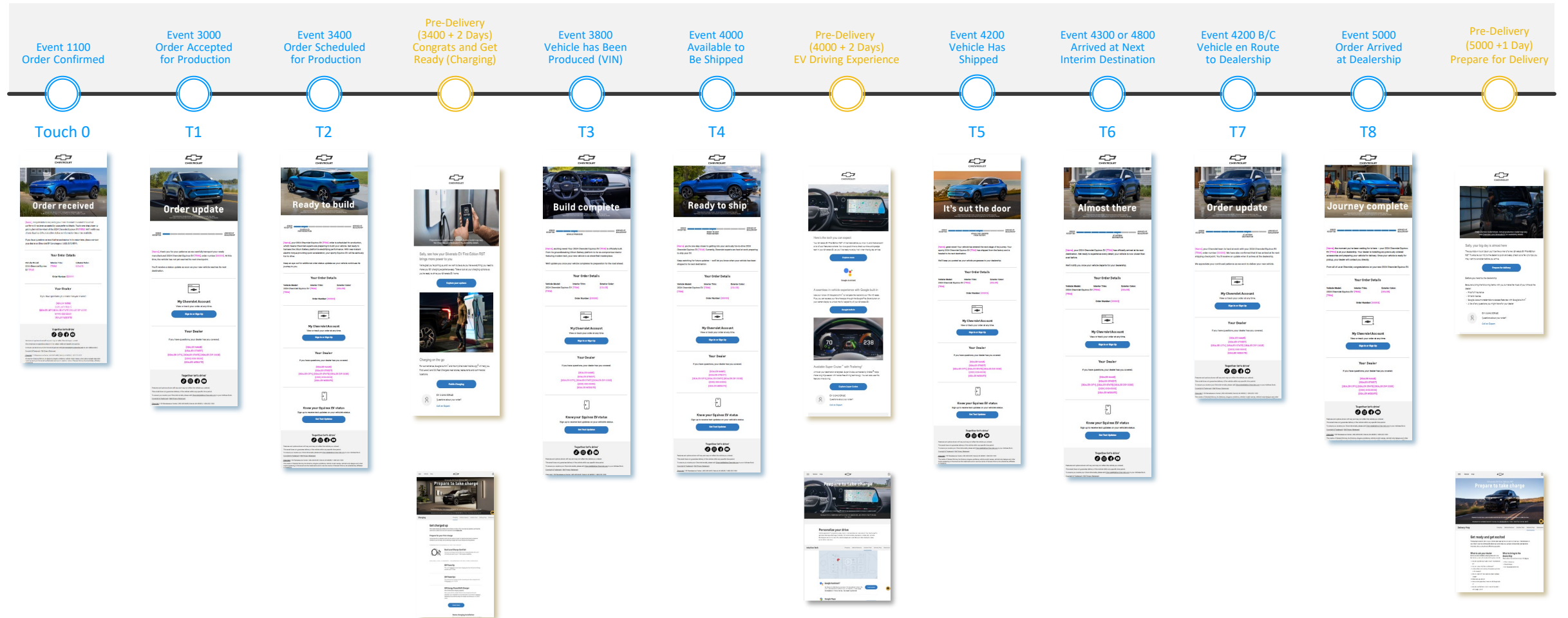


Silverado EV Pre-Delivery





Pre-Delivery Ecosystem





Silverado EV Day of Delivery

Day of Delivery

Dealer Walk-Around – Dealer Guide

Get to Know Your Silverado EV/Quick Start Guide



Customer

Celebrating

- \ Taking delivery at dealer
- \ Feeling special, driving everywhere
- \ Trying everything
- \ Setting up app
- \ Posting on social/ their community

In-vehicle
QR Code



Welcome them to CHEVROLET and help them to celebrate this BIG moment! Allow them to have a place to go back to get KEY information they need.

We Celebrate You!



Step 1:
Get In



Step 2:
Get Set



Step 3:
Go!
Driving



Step 4:
Get Home —
Charging



You Celebrate You!



Chevrolet

Feel Special

- \ Validate their decision, welcome them to the brand and community



Site

We Celebrate You!

- \ Celebration – Acknowledgement Moment or Gesture
- \ Get a Photo!
- \ Share Your Vehicle Name?
- \ Social Push

Get In

- \ How to Get in Your Vehicle
- \ Digital Key & Backup Keycards*
- \ Hands-free Start & Turning off Vehicle
- \ Lighting Animation

Get Set

- \ Buckle to Drive
- \ Bluetooth Phone Pairing
- \ Quick Start-up Google built-in
- \ Google built-in Voice Commands

Go! Driving

- \ Gear Selector Stalk
- \ Driver Info Center (Charging Screens)
- \ Regen on Demand
- \ One Pedal Driving

Get Home — Charging

- \ Powered Opening Charging Door
- \ Charging at Home – How To Use Adapters
- \ Program Garage Door
- \ Memory Seats

You Celebrate You!

- \ Celebration
- \ Social Share
- \ Photo
- \ Joy Ride
- \ Show it Off!
- \ Post Your Day of Delivery Tip!

High Priority Medium Priority Low Priority Added Topic



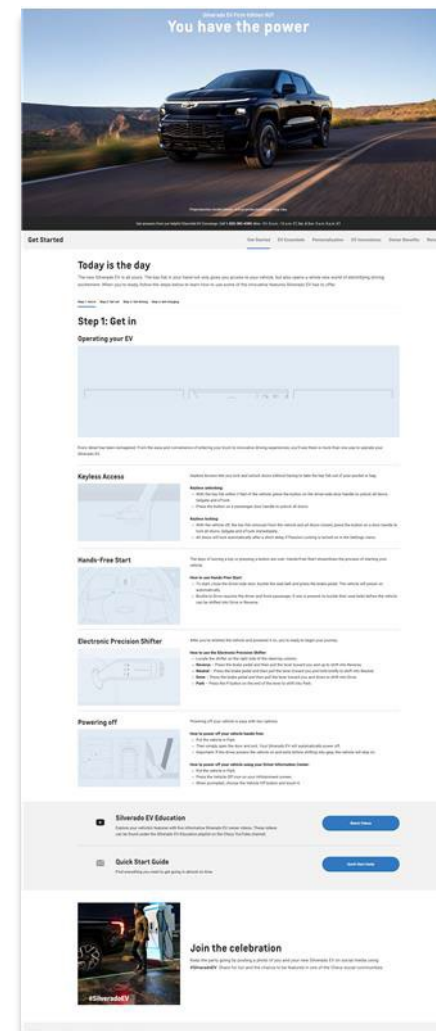
\ In-dealer Moment or Experience



\ First Steps/Quick Start

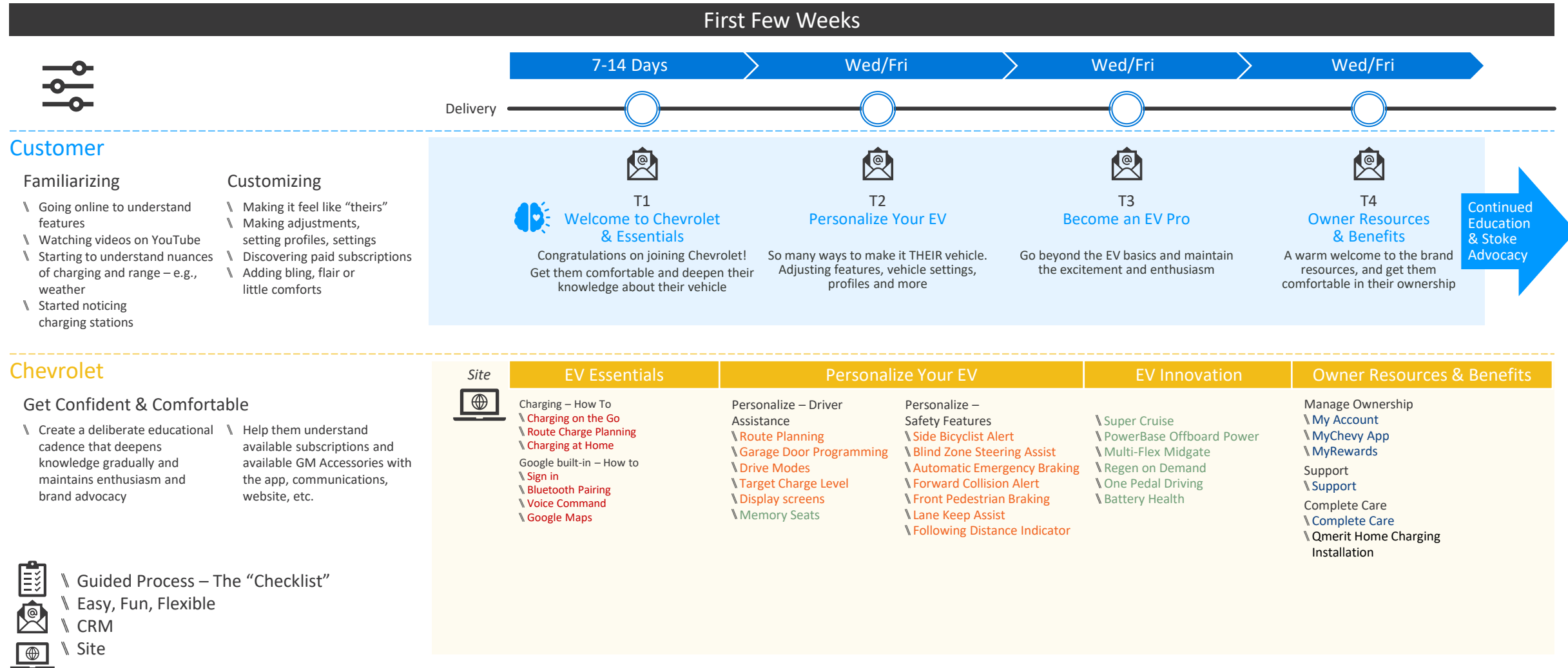


Day of Delivery





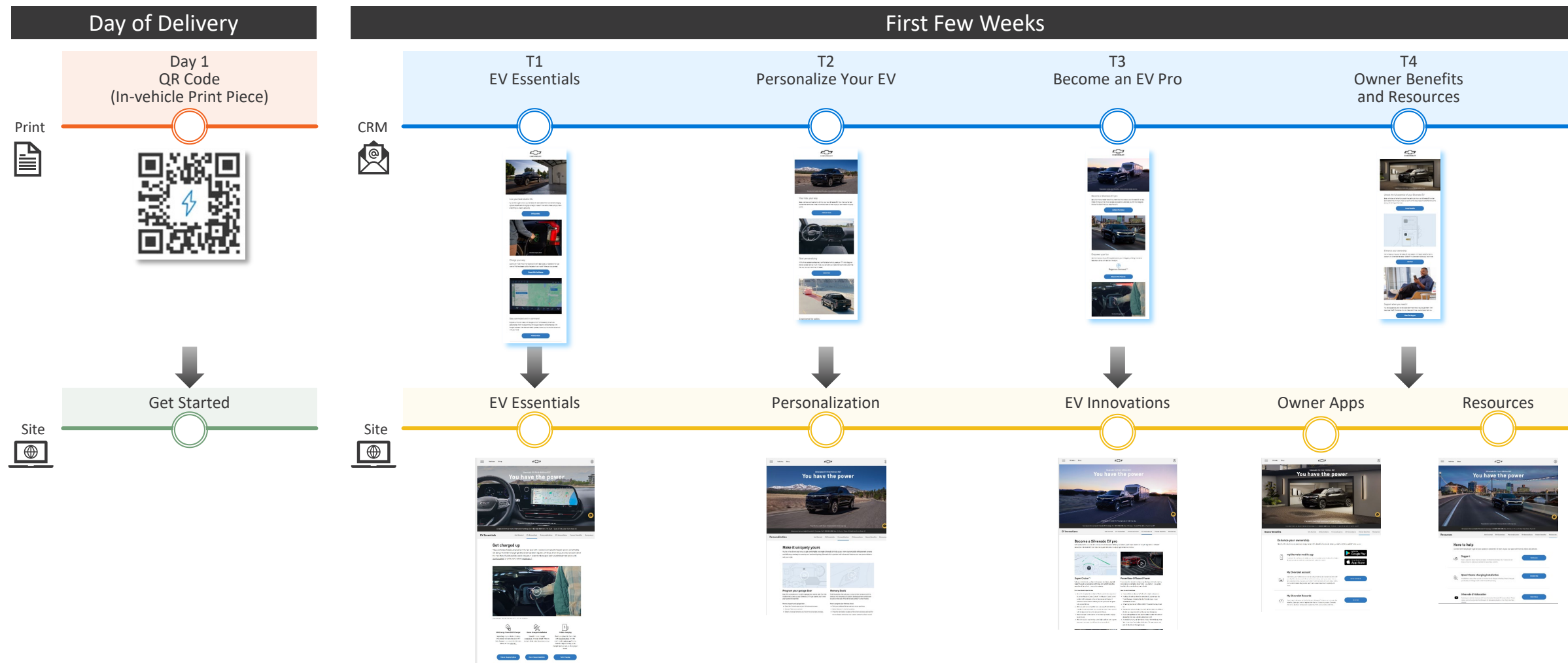
Silverado EV First Few Weeks



High Priority Medium Priority Low Priority Added Topic Denotes Proposed Email Body Section



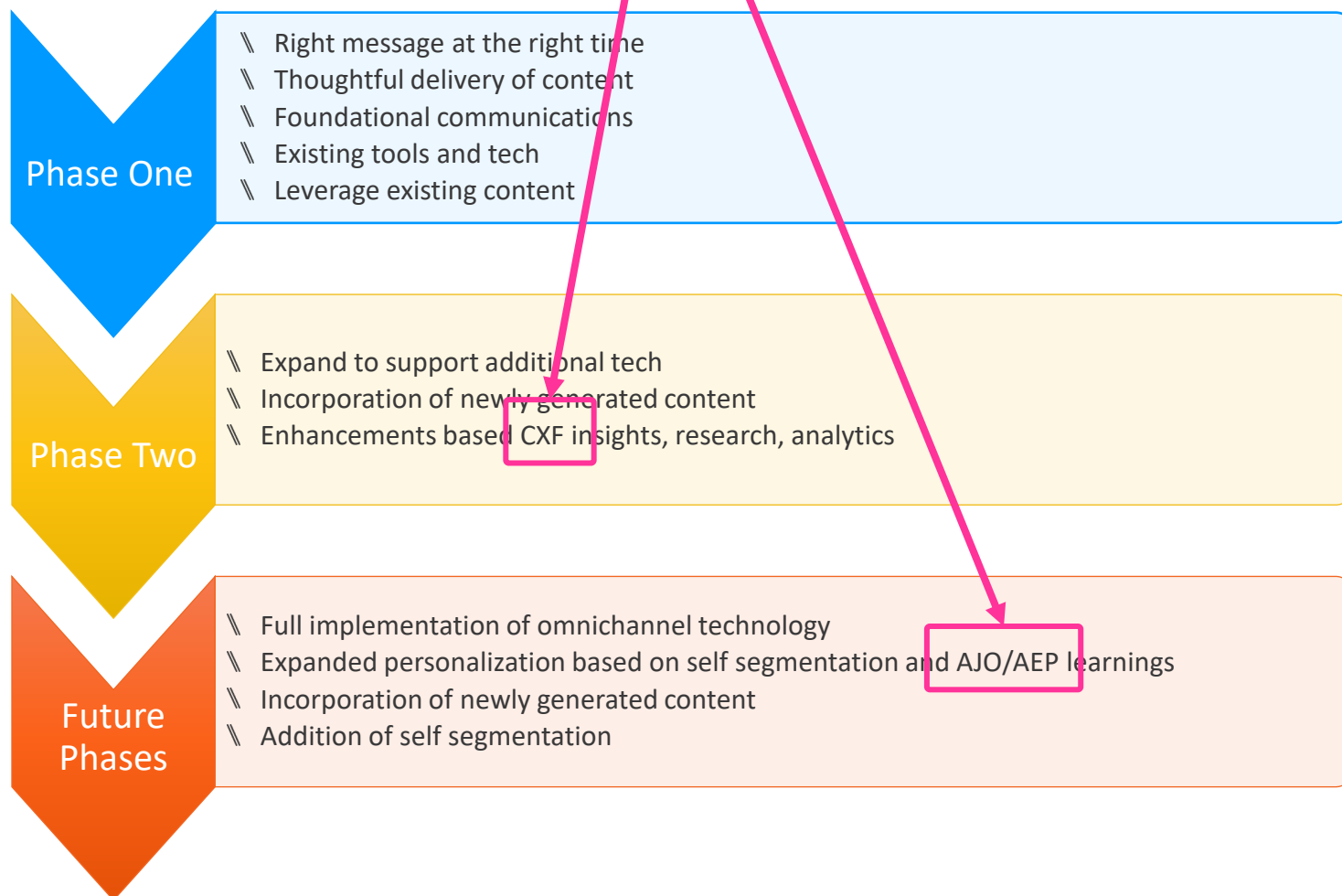
First Few Weeks Ecosystem





Note for writer: spell out.

Continued evolution as technology, tools and learning are gathered to enhance the customer experience and enrich to content – *right content, right person, right tactic at the right time*.





Thank You.

Together let's drive™  CHEVROLET

Appendix



What We've Done

Understanding Our Audience



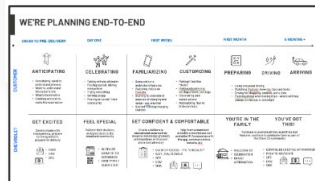
Dissect and analyze our audience using research to understand their mindset, demographic, and attitude toward purchasing an EV



Map E2E Experience



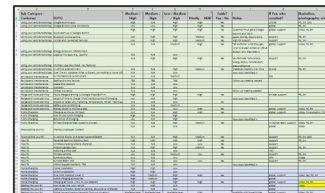
Identify and map customer needs through pre-order and Day of Delivery and Onboarding



Curate, Prioritize, Categorize, Validate



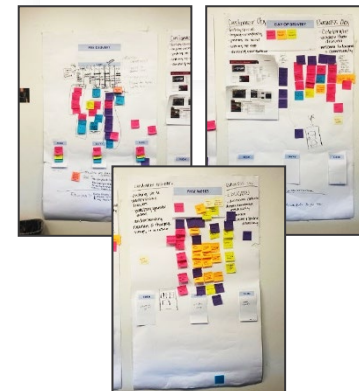
Together with Stakeholders from across the GM organization, map customer pain points and barriers during different phases of the journey, prioritize and group content topics to alleviate pain points for our customers



Build Communication Architecture



With holistic view of the Chevy ecosystem, plot the prioritized topics and plan targeted CRM communications through the journey with a persistent site experience



Perform Content Gap Analysis



Audit existing Chevy content aligning with key topics to first understand: Does content exist? If yes, at a high level is it usable for Silverado EV?



Briefing & Refined Content Analysis



As part of the creative development process, Agency will identify existing content aligning with the customers' needs and analyze to determine quality and relevancy for Silverado EV

