

Micky Bly speaking at GM's "Volt Unplugged" event at IBM

Video Transcript

http://www.youtube.com/watch?v=Kb2ZdMTBv8&feature=player_embedded

Micky Bly, GM: Thank you very much. You know, this is, this is a great sign when we have that many people standing in line still waiting to drive the the Chevrolet Volt. In fact, if you were to listen in on one of my staff meetings about six months ago, when we were getting ready to finalize the Chevrolet Volt, I I dreamed of a day when people were standing in line waiting to drive the product that we've worked on for the past three and a half years. And as we started developing the Chevrolet Volt, we had one thing that we wanted to do: first of all, the priority was to deliver it on time, and this month I'm proud to say that we will be starting up the plant in Hamtramck, ah, Michigan, which is just outside of Detroit, as committed—we wanted it to be a fun and exciting vehicle, not a boring go-kart or golf cart type of experience, and hopefully you'll get to see many of you will get to drive it or ride in it here. You'll see that that's what we've delivered in this car.

It's fun, it's spirited, it's fast, it's got acceleration, great braking, great handling, ah, everything that you want from an exciting kind of ah, ah small sports car feel from it. But the last thing we wanted was to make sure we were able to introduce something that really made a difference, something that was not going to be just the name "Green", but something that truly had the ability to change the way that the automobile's DNA was formulated. The Chevrolet Volt which gives you 25 to 50 miles of pure, electric range allows most customers—and you can argue if it's 70-80% of the customers—drive less than 40 miles or 50 miles a day in their daily drive to and from work. If you then have people who plug this in at night and then plug this in again in the daytime, you actually extend that to almost 90% of the customers; this is an everyday vehicle for them that they can have. But it's not just limited to customer, ah, ah, commuter car: if you wanted to drive this car to Florida or to the West Coast, or as these cars have actually done, you may not know this, but this unplugged event started in Seattle about six weeks ago. These vehicles have been driving all the way down the West Coast, all the way across the Southern side of the country; they were in Orlando yesterday morning, drove up here. They're going to be in Washington, DC, in New York and back to Detroit as we launch the vehicle.

This vehicle offers you the ability to be purely electric, never use a gallon of gasoline. Or allows you to be, ah, un-ah-compromised performance in your vehicle by just putting gasoline in it, turns on an electric generator, the generator produces electricity to continue driving the vehicle. It's an outstanding car, hopefully everybody gets a chance to drive it. I'm going to be out there with you, ah, riding along in some of the vehicles.

But if I go back to the technology that this car brought forward was something that we, we really challenged our team to work differently on. And many of you here at IBM have been a part of a lot of the software platforms and the tool chains that we're using in here. But that ability to tie together our softwares that do rapid prototyping, rapid simulating of our controls allowed us to bring this car, a total new car, top to bottom, front to back, in

record time. In fact 29 months is a record for us introducing a new technology like this. We've done other cars in 29 months, but the 29 months we put in this vehicle is from ground up, top to bottom, and it was only because we were able to pull all of the technologies, great suppliers, great partners like IBM has been with us along the way and in fact IBM and the tool suite's been with us for many, many years. But you guys have really stepped up the challenge and even looking forward to our next generation of vehicles, we're gonna be using it more and more and more what IBM tools have to offer us. We were doing an interview on Friday, and the reporter was from the West Coast, and sometimes the guys on the West Coast may not really get what we're doing in the automotive business, or maybe what you're doing. He said, "Oh this is some kind of an IT play. Isn't that what IBM is all about, IT? And isn't this just a little boring car?" We said, "No. IBM is much, much more than just IT." If you look at the power of the tools that you've created, continue to refine and enhance and allow the companies like General Motors, ah, to use to, to really tie us all together to understand the requirements, understand the execution and having rapid prototyping is something more than anybody can ever imagine.

And then you look at GM, what we're trying to do is two years ago was death of our company after 100 years. And we're trying to rebuild, re-ah, have our company and our brands reborn and the Chevrolet Volt is really going to be leading the way for us. Something we're proud of: many of us put our blood, sweat and tears into that car—it is an outstanding piece of work in my personal, biased opinion, ah, but it's something that I honestly am proud of. I'm driving one, I've been driving one for two months, and ah, I think right now my two month driving fuel economy is somewhere around 128 miles per gallon, umm...anybody else beating that in their car today? Anybody? No? OK, that tells you what this car can do, and I'm not a light driver. I'm a heavy-footed driver, and still getting fuel economy in the 120 miles per gallon, ah, and I drive a lot of miles on my car. So, I'm I'm just excited to come down here to be a part of this, we're doing this road show, go on line and look at the, umm, the ah, the web sites, we've got blogs going we've got tweets out there, you name it there's everything about this car we're trying to talk about it, 'cause it's real, it's what we committed to do, and a company like IBM has helped us bring this to production. And we're going to recognize all of our great partners over the next couple weeks, and I believe that IBM may be on the top one or two for those acknowledgements that we've had along the way because it has been important, and it will continue to be with us going forward. And I appreciate everybody's effort whose developed these tools for us, and I'm going to hand it back over and ah let you talk hear a few more words and then I'm going to be out there driving the car.

I want hear your honest, open opinion feedback about the car of what you liked, what you don't like, what we can do better next time—and according to my CEO, next time's about six months from now we need to already be working on more and better and pretty cool things. So I look forward to the afternoon spending with 'ya. Thanks for having me down here today.

Applause.