

26 March 2003

Mr. Michael Grimaldi
President and CEO
General Motors of Canada Ltd.
163-005
1908 Colonel Sam Drive
Oshawa, Ontario L1H 8P7

Dear Mr. Grimaldi:

Re: Anti-transit advertising by General Motors

It is with regret that I am writing your corporation again in regard to a distasteful ad campaign that depicts transit users in an unflattering light.

Transit stakeholders in British Columbia and across Canada have expressed their concern that GM has launched an ad campaign that is insulting to users and supporters of public transit. Your current ad campaign is an inappropriate and unprofessional reference to informed transportation choices that people make every day.

In light of increasing concern about environmental issues and Canada's commitment to the Kyoto Protocol, all transportation sectors need to work together to assist in meeting these targets. Indeed, transportation accounts for the largest single source of Canada's greenhouse gas emissions, and solutions that are both innovative and collaborative in nature are required. Public transit and private automobiles will both play an important role in ensuring a sustainable future for Canada's transportation needs. As such, our sectors must learn to work together as partners in reinforcing those goals that support the common good of our society and our economy.

I am disturbed by the negative portrayal of public transit associated with this advertising message, and urge you to discontinue it immediately. The impression it conveys of General Motors as a company is not that of a good corporate citizen. I sincerely hope GM will commit to more responsible advertising in the future.

Sincerely,



Michael W. Roschlau
President and Chief Executive Officer

cc: The Hon. David Collenette, Minister of Transportation
The Hon. David Anderson, Minister of the Environment
Mr. Ron Sully, Assistant Deputy Minister, Transport Canada
Mr. Ken Ogilvie, Executive Director, Pollution Probe, and
Co-chair, Transportation Table, National Climate Change Action Plan
Mr. James Knight, Executive Director, Federation of Canadian Municipalities