



General Motors of Canada Limited

April 9, 2003

Mr. Michael W. Roschlau
President and Chief Executive Officer
Canadian Urban Transit Association
55 York Street, Suite 1401
Toronto, Ontario M5J 1R7



Dear Mr. Roschlau:

Mr. Grimaldi has asked me to respond to your letter personally regarding the advertisement that ran in the March 20 - 27 edition of the *Georgia Straight*. I regret that an error has caused GM to apologize to you and your association again. It was not the intent of General Motors of Canada to cause any offense. We recognize that public transit is an integral and highly valued component of transportation infrastructure and we would never intentionally offend those who utilize or operate public transit.

We deeply regret that fact that this ad ran and we apologize if some individuals have been offended by its content. The ad has been pulled from circulation and will not be placed in any other publication.

Additionally, this situation has prompted a thorough review of the processes involved in ad creation and placement with all our advertising agencies. As a result changes have been made to the processes and the agencies and our own people counseled on what is expected of GM advertising. It is our expectation that ad creative will reflect the most important cultural values of GM - respect for one another.

Again, thank you for taking the time to advise us of your opinion. We have attached a copy of the ad that ran in the local newspapers, apologizing for the disrespectful ad.

Sincerely,

D. S. Low
Director
Public Relations