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NEWS SEARCH

GM Certified Used Vehicles Teams with SiSTeR Technologies to Add Video to Online Vehicle Listings

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DETROIT, Sept. 3 /PRNewswire/ -- General Motors today announced an agreement with SiSTeR Technologies, the world's only provider of fully automated video rendering systems, to include short video presentations of the GM Certified Used Vehicles process in Video Walk-Arounds produced by SiSTeR Technologies. The Video Walk-Arounds will be published on dealers' Web sites and select [automotive](#) portals, as well as Google and YouTube.

Through its relationship with SiSTeR Technologies, GM Certified Used Vehicles, the industry's top-selling certified brand*, offers its 3,900-plus dealers the ability to have Video Walk-Arounds of their GM Certified Used Vehicles online listings. Dealers who subscribe to SiSTeR Technologies Video Car Lot program will be provided this enhancement with no additional cost.

Used-vehicle shoppers who view GM Certified inventory on select vehicle listings sites will now be able to access Video Walk-Arounds of the dealer's vehicles, in addition to traditional text-and-pictures. With a fully automated process of creating and posting the videos, GM Certified dealers now can use video to enhance their inventory listings, while improving the customer experience and ultimately increasing sales.

"With more consumers now using the Web to shop for used vehicles and growing penetration of broadband, online shoppers now seek, and expect, video presentations to make their shopping experience easy and convenient," said Larry Pryg, national advertising and marketing manager, GM Certified Used Vehicles. "GM Certified continues to grow its presence on the Web, and the SiSTeR Technologies video vehicle listings are a logical extension of our focus on providing our dealers with innovative new tools to effectively and efficiently showcase their inventory to consumers."

"The addition of GM Certified Used Vehicles content to Video Walk-Arounds is a testament to our unique capabilities to produce video clips in fully automated and dynamic mode," said Israel Alpert, President/CEO, SiSTeR Technologies. "Visitors presented with Video Walk-Arounds generate 87 percent more leads and 69 percent more calls than visitors presented with just pictures and text. Including the GM Certified content enhances the overall presentation and increases the shopper's confidence."

The content for the Video Walk-Arounds is enabled by Digital Motorworks, Inc. (DMI), data and images services provider for the GM Certified Used Vehicles program. DMI will create the Video Walk-Arounds and distribute them to industry leading web portals.

About SiSTeR Technologies

SiSTeR Technologies, Inc., is a provider of applications and hosted services for the automated rendering and publication of video clips. SiSTeR-prize, the company's flagship product, creates video clips for every Web page and product listing, using nothing but the existing pictures and textual information. Founded in 2003, the company is headquartered in Dallas and is privately held. For more information about the Video Car Lot program, visit [www.videocarlot.com](#).

About GM Certified Used Vehicles

GM Certified Used Vehicles, the auto industry's number-one selling manufacturer-certified brand, are high-quality, reconditioned vehicles, available at participating Buick, Chevrolet, Pontiac and GMC dealers. All models are six years old or newer, have 75,000 miles or less, are reconditioned to stringent GM Certified Used Vehicles quality standards and must undergo a rigorous 117-point inspection and reconditioning process. All GM Certified Used Vehicles will be supported by a fully transferable five-year/100,000-mile powertrain limited warranty with no deductible (whichever comes first from vehicle's original in-service date), a 12-month/12,000-mile bumper-to-bumper (whichever comes first) warranty (for vehicles purchased after September 13, 2008), a three-day/150-mile customer satisfaction guarantee, and 24-hour roadside assistance and courtesy transportation during the term of the powertrain warranty. See dealer for details. For more information about GM Certified Used Vehicles, visit [www.gmcertified.com](#).

About General Motors

General Motors Corp. (NYSE: GM), the world's largest automaker, has been the annual global industry sales leader for 77 years. Founded in 1908, GM today employs about 266,000 people around the world. With global headquarters in Detroit, GM manufactures its cars and trucks in 35 countries. In 2007, nearly 9.37 million GM cars and trucks were sold globally under the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, HUMMER, Opel, Pontiac, Saab, Saturn, Vauxhall and Wuling. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. More information on GM can be found at

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*Autodata Corp., U.S. Certified Pre-Owned Vehicle Retail Sales - 2007.

SOURCE General Motors Corporation

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