



## GM and Helm Launch Online Parts & Accessories Store

DETROIT (January 11, 2010) – General Motors and Helm Incorporated, the Highland Park specialty fulfillment and brand support solutions company, recently launched the official online store for General Motors licensed accessories. [Gmextras.com](http://Gmextras.com) centralizes items made by GM licensed manufacturers, such as floor mats, splash guards, roof racks, towing parts, and cargo/trunk accessories.

With the launch of GM Extras, Helm is the administrator of four online stores that support GM customers. The others are:

- [gmrestorationparts.com](http://gmrestorationparts.com), for official GM Restoration Parts
- [gmnavdisc.com](http://gmnavdisc.com), for updated navigation discs for GM Navigation Systems
- [helminc.com](http://helminc.com), for factory-authored service and owner information

“Bringing GM Extras together with these other e-Commerce platforms benefits both the customer and General Motors,” said Jessica Rogers, GM Licensed Accessories Assistant Manager. “GM customers now have a one-stop-shopping-mall experience with convenient access to GM products, and the corporation can take advantage of common administrative processes, marketing, and customer service.

Helm will increase GM Extras’ visibility using search engine optimization, social media and direct marketing strategies, according to Garry Cole, Helm’s Vice President of Marketing. Helm will also develop cross-promotional strategies and leverage traffic from all four Web sites since they attract similar dealer, aftermarket repair facility, and consumer audiences with needs relating to vehicle parts, accessories, and service information.

### About GM

General Motors, one of the world’s largest automakers, was established in 1908. Headquartered in Detroit, GM employs 209,000 people worldwide and does business in 140 countries. GM and its partners produce vehicles in 34 countries, and sell and service them under the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, Opel, Vauxhall and Wuling. GM’s largest market is the United States, followed by China, Brazil, the United Kingdom, Canada, Russia and Germany. GM’s OnStar subsidiary is the leader in vehicle safety, security, and information services. Additional information is available at [www.gm.com](http://www.gm.com).

### About Helm Incorporated

Helm is a specialty fulfillment and brand support solutions provider based in Highland Park, Mich. The company provides innovative solutions that result in cost savings, revenue generation, and customer satisfaction. Established in 1943, Helm focuses on Branded Merchandising, Publications Management & Fulfillment, Specialty Fulfillment programs and Service Bay Marketplace. As an ISO 9001:2000 supplier, Helm supports some of the world’s leading companies including Arvin Meritor, BP Lubricants/Castrol, Carhartt, Chrysler, Ford, FTD, General Motors, Honda, NAPA Auto Parts, Tecumseh Products, and Toyota. Helm is the nation’s largest provider of factory-authored service and owner information. Additional information is available at [www.helm.com](http://www.helm.com).