

Quotes from First Brands in OnStar Go Ecosystem

IBM and GM Introduce Cognitive Mobility Platform to Connect Consumers with Such Brands as ExxonMobil, Glympse, iHeartMedia, Mastercard and Parkopedia

ExxonMobil

“OnStar Go is a great step forward into the connected car era, and ExxonMobil is excited to work with GM and IBM to rethink what a car can do. By combining the expertise each company brings in vehicles, cognitive computing, and fuels and lubricants, we can radically improve how vehicles serve the needs of consumers,” said Matt Bergeron, Vice President of Marketing for ExxonMobil Fuels, Lubricants & Specialties Marketing Company. “In the future, consumers could access ExxonMobil’s deep expertise in energy, fuel efficiency and lubricants throughout the drive, including fuel-efficiency tips and other intuitive notifications, leveraging weather, navigation, and vehicle performance insights.”

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Glympse

"Today's consumers have a much higher expectation of the ways they are able to connect and interact. By partnering with IBM and GM for the new cognitive mobility platform, we are helping consumers and enterprises interact in a simple yet powerful manner," said Timo Bauer, senior vice president of Business Development and Platform Partners, Glympse. “This revolutionary new offering allows us to provide more personalized, transparent and real-time interactions with brands, businesses and consumers through location technology.”

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iHeartRadio

“We are excited to be partnering with IBM and GM as pioneers in this innovative initiative and having the opportunity to define streaming audio in the auto industry’s first cognitive mobility platform,” said Michele Laven, President of Business Development and Partnerships for iHeartMedia. “Only radio can deliver live and local programming in real time and now with the intelligence of Watson, iHeartRadio will create more personalized and relevant content for listeners and advertisers and extend our reach even further.”

iHeartRadio Media Contact

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Mastercard

“At Mastercard, we believe that every connected device has the potential to become a commerce device,” said Kiki Del Valle, senior vice president, Commerce for Every Device, Mastercard. “Whether it’s your jewelry, home appliances or your car, Masterpass provides the security and flexibility required to ensure that consumers have the ability to make and receive secure payments using any connected device. We are excited to bring Masterpass to OnStar Go and make commerce and payments a natural extension of in-car, infotainment technology.”

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Parkopedia

“It is a real honor to have been chosen as the provider of parking data and services for this innovative ecosystem. The cognitive mobility platform is an exciting extension of OnStar’s AtYourService, as it will open a wide range of new opportunities for drivers and parking operators,” commented Eugene Tsyklevich, Parkopedia's CEO.

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