



# OnStar Safe & Sound

Hybrid Offering	
<b>Brief description</b>	OnStar Safe & Sound is a service bundle by GM for its cars. It includes services such as Emergency Services and Accident Assist.
<b>Hybrid offering's industry</b>	Emergency aid
Company details	
General Motors Corporation <a href="http://www.gm.com">www.gm.com</a>	The General Motors Corporation is the largest car manufacturer in the world and was founded in 1908 in Flint, USA. GM consists of several brands such as Buick, Cadillac, Hummer, Opel, Vauxhall and GMC.
<b>Company's industry</b>	Automotive
<b>Country of origin</b>	USA
Dimensions	
<b>Product dimension</b>	The product dimension is cars and vans of the GM brands in which a communication system is build-in. This communication system is standard in most models. The system can be operated by several buttons in the cockpit.
<b>Service dimension</b>	Various services are available when the communication system is used. "Emergency Services" helps the customer to get emergency assistance from police, fire or medical personal. The "Accident Assist" establishes automatically a connection to an advisor if the car was involved in a crash. If the driver is not responding help is sent to the GPS signal of the car.
<b>Other links</b>	<a href="http://www.onstar.co.uk">www.onstar.co.uk</a>
Other Crucial Dimensions	
<b>Hybrid orientation</b>	
<b>Community as service</b>	No
<b>Target market</b>	Subscription Based
<b>Revenue model</b>	B2C

## Images

Product dimension



Service Dimension

