

HUMMER[®]

LIKE NOTHING ELSE.[™]

THE MARKET

The luxury SUV market into which HUMMER first appeared as a serious player was one flooded with high-status-seeking consumers and many manufacturers making SUVs that were becoming hard to distinguish from each other. In HUMMER's own words, "SUVs were beginning to look like their owners. Complete with love handles and big, mushy seats." HUMMER would have to expand the brand on a limited media budget, against the backdrop of an anti-SUV backlash and economic recession, rising gas prices, and a plethora of new SUV models offering lucrative incentives. Enter the H2.

ACHIEVEMENTS

Despite a polarized public, HUMMER has managed to become a cultural icon by living up to its off-road reputation, making it one of the hottest brands in the world. Constantly featured in hip-hop videos, driven by professional athletes, used as promotional vehicles, converted into limos, and eliciting excited screams from every red-blooded American kid under the age of 12, HUMMER continues to strengthen its magnetic appeal. In a very competitive marketplace, HUMMER exceeded sales goals that were considered ambitious even before public sentiment toward SUVs began to sour. In fact, so successful has the brand been that three iterations of the HUMMER family have already been introduced into the marketplace, with a fourth ready to launch at the time of this writing.

HISTORY

On March 22, 1983, the U.S. Army awarded what is now AM General Corporation a contract to produce High Mobility Multipurpose Wheeled Vehicles. The acronym, HMMWV, came to be pronounced "HUMVEE" by military personnel.



This technologically advanced, multipurpose 4x4 vehicle answered the armed forces' need for superior mobility in a tactical environment. It was capable, fast, and highly configurable with a body made of aluminum, which doesn't rust. In fact, the vehicle was designed to survive grueling combat conditions anywhere on the globe, from the punishing cold of the polar ice caps to humid rain forests to the most barren deserts, for a period of 12 years. Yet none of this might have entered into the public mind if it wasn't for one thing: Desert Storm. All of a sudden the HUMVEE was on television screens around the world every night doing things almost no other vehicle can, and the world certainly loves a war hero. The public wanted in on the experience.

In 1992, AM General began production of civilian versions of the HUMVEE. Producing roughly 700 units per year, AM General found favor with commercial and agricultural users who valued



the H1's long life and amazing performance, as well as with those individuals who simply seek the ultimate freedom — the rugged individualist who desires to go just about anywhere and do just about anything.

In December 1999, AM General and General Motors Corporation developed a partnership to jointly steward production, marketing, and distribution of the HUMMER brand. GM acquired the exclusive rights to the HUMMER brand name worldwide, and the civilian HUMVEE was renamed the HUMMER H1. In 2002, GM and AM General joined forces to produce and launch the next-generation civilian HUMMER, the HUMMER H2.

The H2 took the SUV market by storm. It was the biggest, baddest, most stylish SUV money could buy, and the street knew it. Achieving cultlike status in its first year and exceeding a challenging sales goal, the H2 became a household name and made the HUMMER brand a style icon for the successful achiever.

In 2004, HUMMER launched an open-back version of the H2 known as the H2 SUT, which stands for Sport Utility Truck. Half SUV and half heavy-duty pickup, the SUT features a folding mid-gate section that allows the vehicle to be converted from a short-bed pickup to a truck with a full six feet of bed length.

HUMMER in 2005 now stands poised to launch the all-new, midsize HUMMER H3, a smaller HUMMER better suited for the urban landscape yet packing the off-road credentials that membership to the HUMMER family requires. With a much larger sales goal than the H2 or SUT, HUMMER is letting it be known with the launch of the H3 that they came to play.

THE PRODUCT

Every HUMMER must be off-road capable first and beautiful second. Every HUMMER is built with function leading the design process. The result is one of the most recognizable automotive designs in the world.

The H1 Alpha. The first HUMMER set a new benchmark for off-road exotic vehicles. With the ability to climb a 22-inch vertical wall, scale a 60 percent grade, operate in 30 inches of water, and traverse a 40 percent side slope fully loaded with 2,000 pounds, the Alpha is the real deal. The H1 Alpha comes in both an SUV and an open-top configuration.

The H2 SUV. The style leader of the off-road market, the H2 has all-terrain credentials nearly as impressive as its older brother. The H2 can tackle a 16-inch vertical wall, operate in 20 inches of water, and negotiate the same 60 percent incline



and the same 40 percent side slope as the H1. But the H2 does it all with a standard chrome grille, a more refined interior, and a quarter-inch thick, aluminum skidplate embossed with the H2 logo. The H2 widens the HUMMER audience by broadening its appeal thru product design and price.

The H2 SUT. Half SUV and half heavy-duty pickup, the SUT takes its styling cues from the



open-top H1. Along with its folding rear mid-gate section, the H2 SUT is just as off-road capable as the SUV, featuring all the same components and specifications.

RECENT DEVELOPMENTS

HUMMER is now in the final stages of launching the all-new, midsize HUMMER H3. The H3 strikes a balance between classic HUMMER off-road performance and urban versatility, and with a starting price tag that is much more accessible, the H3 makes HUMMER ownership possible for an even wider number of people. The H3 takes its exterior design cues from its older brother, the H2, with its chrome grille, embossed skidplate, and other features, but it arguably moves interior styling up a level, creating the most refined and approachable HUMMER yet.

PROMOTION

HUMMER is a brand that promotes itself. Radio stations, music videos, Hollywood blockbusters, famous politicians, musicians, actors, sports figures, and more gravitate en masse to the HUMMER brand to promote and project an image of themselves. So HUMMER gets its fair share of free publicity.

That said, HUMMER's marketing team is determined not to let the inertia of public

favor steer the brand perception. To that end, exceptionally powerful advertising has become synonymous with the HUMMER name.

Consistently being among the most awarded advertising in the world, HUMMER's brand messaging has undoubtedly helped build an aspirational brand that continues to attract interest in an increasingly competitive marketplace, creating a brand that is truly Like Nothing Else.

BRAND VALUES

HUMMER's brand values are easy to identify. Simply leaf through one of its beautifully

crafted brochures, and it's all right there. HUMMER is about authenticity, strength, function, beauty, and potential. But more than anything, HUMMER is about freedom — the ultimate freedom, in fact: to go just about anywhere and do just about anything. HUMMER believes that getting out into the wild places of the world can excite the spirit and reconnect people to the world around them in a spiritual way. In the brand's own words, "Sometimes you find yourself in the middle of nowhere. And sometimes in the middle of nowhere, you find yourself." In essence, HUMMER is a champion of the exploratory spirit of the individual and is here as much to serve that quality as to foster the courage that inspires it.

THINGS YOU DIDN'T KNOW ABOUT HUMMER

- HUMMER has created the H2H as part of GM's company-wide hydrogen initiative. The H2H, a test vehicle, is a hydrogen-powered HUMMER H2 SUT. The main emission from the H2H is water vapor.
- The HUMMER Owner Club Inc. (the official club of the brand) has joined into a partnership with the American Red Cross. HOPE, HUMMER Owners Prepared for Emergencies, certifies club members allowing them to be deployed, with their highly capable vehicles, and act as a volunteer in disaster-relief efforts.
- HUMMER operates an off-road driving academy in South Bend, Indiana, where any owner can go and learn how to drive these impressive vehicles off-road in a controlled, challenging environment. See <http://www.hummer.com/hummerjsp/home.jsp> for more information.
- The HUMMER craze runs so deep that there are clothes, toys, and other branded merchandise that appeal both to children and adults.
- Approximately 6,000 Americans are employed working on the design, manufacturing, and marketing of HUMMER vehicles. Thousands of other workers are employed in service or sales of HUMMER vehicles at the brand's 167 dealerships nationwide.

