



GENERAL MOTORS NORTH AMERICA
Structure & Safety Integration

NHTSA
 WASHINGTON, DC 20590

July 23, 2004

2004 JUL 27 A 11: 41

Jacqueline Glassman, Esq.
 Chief Counsel
 National Highway Traffic
 Safety Administration
 Room 5219
 400 Seventh Street, S.W.
 Washington, D.C. 20590

OFFICE OF CHIEF
 COUNSEL

GM-651A

NVS-212am
 EA04-012

Dear Ms. Glassman:

Enclosed with this letter are three copies of General Motors (GM) July 23, 2004 response to NHTSA's information request (IR), dated June 7, 2004, regarding allegations of hydraulic pump failures resulting in loss of power assist for steering and/or braking in 2000 - 2004 Model Year (MY) Chevrolet and GMC 2500 and 3500 series trucks. Two copies include the confidential documents and the third does not.

General Motors requests the documents stamped "GM Confidential" be afforded confidential treatment without a time limitation by the NHTSA. These are included in the electronic CD identified as Response to Q15. This information is not customarily made public by General Motors and contains trade secrets and commercial information which is privileged or confidential under 5 U.S.C. Section 552(b)(4), 49 CFR Part 512 and 49 U.S.C. Section 30167(a).

The following identifies the specific types of confidential information contained the attachment

Response	Document Name	Information Types
15	Attachment 15B Consumer Research Buyer Behavior study data	Marketing data, customer demographics, intended vehicle usage, quality information, customer reasons for purchase and consumer product evaluations

GM requests confidential treatment of the information in these documents because it includes trade secrets, disclosure of which would cause substantial competitive harm. GM submits that the competitive harm would be substantial because the design and manufacture of vehicles and vehicle components are the core of its business, and because global competition in that business is intense.

Documents in response to question 15, on the CD labeled Response to Q15 identified above, disclose GM's proprietary customer information and evaluation, results of consumer marketing studies and intended product usage. Obtaining this information involves time, effort, skill and expense. Knowledge of how GM markets a product, the customer evaluation and reasons for purchase would give a competitor valuable information that it would otherwise have to spend its time and money to develop, and therefore would deprive GM of the competitive advantage of its efforts without any compensation. This marketing and consumer information would give competitors insight into GM's methodologies and business practices for evaluating and marketing its products.

Product Investigations

Mail Code: 480-108-304 • 30500 Mound Road • Warren, MI 48090-9055
 Phone: (588) 895-8029 • Fax: (588) 947-2318
 GM651A Confidential Request letter



Letter to Jacqueline Glassman
EA04-012/GM-651A
July 23, 2004

GM treats the above material as confidential proprietary information available only to authorized GM, supplier, and customer personnel who have a business need for them, and are not otherwise available to the public. These documents are maintained under a record-keeping system that is intended to control dissemination of this material within GM, supplier and customer personnel, and to assure that it is not freely disseminated outside the Corporation. Multiple security systems are used to limit access to facilities and record storage systems where confidential information is stored and employees receive training in information security policies and procedures.

To the best of our knowledge, the NHTSA, other Federal Agencies, or the Federal Courts have made no prior determinations of the confidentiality for these documents. These types of documents, however, have normally been granted confidential treatment by the NHTSA in the past, to the best of our knowledge.

The documents subject to this request for confidentiality are being provided and have been clearly stamped "GM CONFIDENTIAL". If a request for disclosure of any or all of this information is received by the NHTSA, General Motors requests notification of receipt of each such request and, if necessary, an opportunity to further explain the reasons why such material is trade secret and commercial information which should not be disclosed under the applicable statutes and regulations.

If you require further information about this request, please do not hesitate to call me at 586-966-8029.

Sincerely,



Gay P. Kant
Director

Product Investigations

Enclosures

**CERTIFICATE IN SUPPORT OF REQUEST FOR
CONFIDENTIALITY**

I, Gay P. Kent, pursuant to the provisions of 49 CFR Part 512, state as follows:

- (1) I am Director of Product Investigations of General Motors Corporation and am authorized to execute this certificate on its behalf.
- (2) I certify that the information contained in the documents identified in the letter dated July 23, 2004 is confidential and proprietary data and is being submitted with the claim that it is entitled to confidential treatment under 5 U.S.C. 552(b)(4) and 49 C.F.R. Part 512.
- (3) I hereby request that the information be protected without a time limitation.
- (4) This certification is based on the information provided by the responsible GM personnel who have responsibility for the documents being provided to NHTSA for which a claim of confidentiality has been made.
- (5) Based on that information, to the best of my knowledge, information and belief, the information for which GM has claimed confidential treatment has never been released or made available outside GM and supplier or customer personnel.
- (6) I make no representations beyond those contained in this certificate and, in particular, I make no representations as to whether this information may become available outside GM because of unauthorized or inadvertent disclosure.
- (7) I certify under penalty of perjury that the foregoing is true and correct. Executed on this the 23rd day of July 2004.



Gay P. Kent
Director
Product Investigations