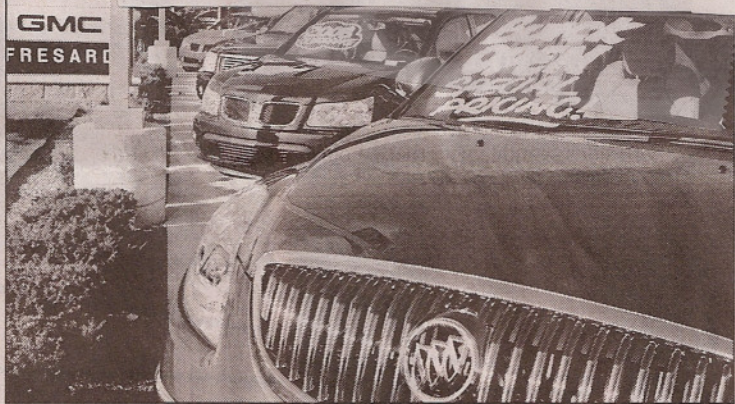


BUICK
PONTIAC
GMC
RESERVED



By Rebecca Cook, Reuters

Weak sales: GM, where sales fell 45% in October, is exploring a merger with Chrysler, where sales dropped 35%. They've asked the U.S. Treasury for help.

GM, autoworkers need to cooperate to survive

The article "GM pinches every penny to stay alive" reveals two fundamental issues faced by General Motors (Money, Thursday).

First, GM apparently is only just beginning to focus on all types of cost-saving measures while most successful businesses have been implementing cost-saving measures for many months now, and some have been aggressively pursuing cost reductions for years. Cross-functional teams need to be involved in identifying all types of waste throughout the organization and making a concerted effort to eliminate it.

Second, David Green, president of United Auto Workers Local 1714 in Lordstown, Ohio, indicated that because the workers would not be paid for time spent on a bake sale for Toys for Tots, they canceled the sale. This shows that the workers are more interested in perks and being paid for time not working than in helping the children. This attitude seems to be "me first" as opposed to working together to turn the situation at GM into a positive one for all.

Unless GM focuses on cost cutting and process improvements, and unless the workers realize it really is about teamwork, the survival of GM is in doubt.

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