



General Motors Named Top Automaker by Women/Minorities

DETROIT (March 20, 2003) - General Motors has been named one of the "Top 50 Corporations for Multicultural Business Opportunities (Div50)" by Div2000.com. Div2000.com is the leading online resource for women and minority-owned businesses.

([PRWEB](#)) March 20, 2003 -- For Immediate Release

General Motors Named Top Automaker by Women/Minorities

DETROIT (March 20, 2003) - General Motors has been named one of the "Top 50 Corporations for Multicultural Business Opportunities (Div50)" by Div2000.com. Div2000.com is the leading online resource for women and minority-owned businesses.

More than 150,000 women and diverse entrepreneurs and suppliers participated in the third annual online election. General Motors led the automotive industry ranking #30 in the Div50 poll, beating Toyota (#34), DaimlerChrysler (#37) and Ford (#50).

The Div50 annual list is produced by Div2000.com, a leading multicultural b2b Internet portal that links large organizational buyers and multicultural business owners. "The Div50 award is the most prestigious honor a corporation can achieve," said Kenton Clarke, CEO of Div2000.com. "Nearly all other awards are produced by organizations where the winners are typically members or are major contributors. Our list is totally independent."

"GM has been committed to developing and delivering innovative products and services that meet the needs, and improve the lives, of diverse audiences," said Miriam Muley, executive director of GM's Center of Expertise on Diversity and Growth Markets. "This award validates GM's efforts to become the automotive company that best understands the wants, needs and perceptions of vehicle buyers from all walks of life."

Muley will accept the award on behalf of General Motors at a ceremony on February 27 at the Foxwoods Resort in Mashantucket, Connecticut. Muley who is responsible for all marketing and sales activities targeting Diversity audiences - including Hispanics, African Americans, Asian Americans, Women and Youth - is also speaking at the Div2000.com conference on "Multicultural Markets and their Impact on Corporate Revenue."

"Multicultural markets are important to us at GM," said Muley. "We are striving to show our understanding of these markets in order to communicate in ways that are respectful, relevant and that resonate with our consumers. I am honored to accept this award on behalf of all the people of General Motors."

Photo: http://www.div2000.com/Events/DivEvent/2003/images/EventPhoto/DSC_36772.jpg

Kenton Clarke, President & CEO Div2000.com & Miriam Muley

About Div2000.com

Launched in 1999, Div2000.com is the largest organization of diversity owned businesses throughout the United States that provide goods and services to Fortune 500 companies, Government agencies and Colleges



and Universities. The site has gained national recognition and has won numerous awards for its site content and design.

Computer Consulting Associates International Inc. (CCAii.com) produces Div2000.com. The Small Business Administration (SBA) in 2001 presented its annual award for the Nation's Top Diversity owned business to CCA for its development of Div2000.com and its commitment to business development for Diversity business owners.

About General Motors

General Motors, the world's largest vehicle manufacturer, designs, builds and markets cars and trucks worldwide and has been the global automotive sales leader since 1931. GM employs about 350,000 people around the world. More GM information can be found at <http://www.gm.com>.

Press Contact:

Odetta Rogers, Director of Communications
Div2000.com
orogers@ccaii.com

Source: Div2000.com

Source: General Motors/Div2000.com



Contact Information

Jill Hu

Div2000.com

<http://www.div2000.com>

Online Web 2.0 Version

You can read the online version of this press release [here](#).