



# General Motors Corporation

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## NEWS

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### **General Motors Files Appellate Brief in Support of the University of Michigan in Affirmative Action Lawsuits**

#### **Corporation, again, joins U of M in Affirmative Action Battle**

**DETROIT, MI** – General Motors Corporation today filed a legal brief in the United States Court of Appeals for the Sixth Circuit in Cincinnati, Ohio in support of the University of Michigan as it fights two lawsuits over the school's use of affirmative action policies in student admissions.

As an American company that is a major participant in today's global automotive business, GM notes in the brief that its interest in these cases is substantial. With a market presence in more than 200 different countries and manufacturing operations throughout the world, it is critical that GM be able to recruit candidates, who have been educated at selective American universities such as the University of Michigan, that possess cross cultural competence and the ability to respond to the varied needs of a diverse customer base and diverse workforce.

As stated by Rod Gillum, GM's Vice President of Corporate Relations and Diversity:

"It is absolutely essential for our employees to be racially, culturally and ethnically diverse to understand our customer bases in each country, and to position the company accordingly," said Gillum. "GM's experience is that only a well-educated, diverse workforce that has learned to work productively and creatively with individuals from a multitude of races and ethnic, religious and cultural backgrounds, can maintain America's competitiveness in the increasingly diverse competitive global marketplace."

In its brief, GM also cites the risk to corporate America if our academic institutions are not allowed to maintain racial and ethnic diversity in the student body: "Such a ruling

would reduce racial and ethnic diversity in the pool of employment candidates from which the nation's businesses can draw their future leaders.”

According to Gillum, “Managers unskilled in considering diverse perspectives may fail to recognize excellent ideas when they come from unexpected sources. Diversity fosters acceptance, improves morale, promotes dialogue and problem-solving, and at the end of the day, companies like GM will be left with a more productive, open-minded workforce.”

**For full review of the brief, please go to  
[http://media.gm.com/news/add\\_docs/sixcircuitbrief.doc](http://media.gm.com/news/add_docs/sixcircuitbrief.doc)**