Boler-Davis started her GM career in 1994 and has served in various engineering leadership positions including Vehicle Line Director/Vehicle Chief Engineer, Small Car; Plant Manager for both Lansing Consolidated Operations and Arlington Assembly.

DETROIT – Alicia Boler-Davis was appointed Tuesday to U.S. vice president, Customer Experience, responsible for leading General Motors' effort to make the customer experience a key driver for repeat purchases of Chevrolet, Buick, GMC and Cadillac products and services.

Boler-Davis, whose appointment is effective immediately, will report to GM North America President Mark Reuss.

Boler-Davis, currently plant manager, Orion Assembly and Pontiac Stamping, replaces Paul Copses, who was appointed to the newly created position in 2011. Copses will assume leadership of GM Customer Care and Aftersales Global SAP project, a key enabler to achieving world-class customer service.

“The breakthrough change that Alicia led as plant manager at Orion Assembly, while launching the all-new Chevy Sonic and Buick Verano, needs to be brought to our customer experience,” said Reuss. “What I admire about her is her candor with leaders and strength of commitment she engenders among her team.”

Boler-Davis started her GM career in 1994 and has served in various engineering leadership positions including Vehicle Line Director/Vehicle Chief Engineer, Small Car; Plant Manager for both Lansing Consolidated Operations and Arlington Assembly. She earned a bachelor’s degree in Chemical Engineering from Northwestern University and a master’s degree in Engineering from Rensselaer Polytechnic Institute.

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world’s largest and fastest-growing automotive markets. GM’s brands include Chevrolet and Cadillac, as well as Baojun, Buick, GMC, Holden, Isuzu, Jiefang, Opel, Vauxhall and Wuling. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at http://www.gm.com.