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- A) General Motors**WHAT** is being reported]
- B) February 19, 2010.....**WHEN** is the report relevant]
- C) New York Stock Exchange (GM).....**WHERE** is it listed and symbol]
- D) GM has down sized, done extensive television advertising, and is gaining in the market place**HOW** is it performing]
- E) We are holding GM in a long position in order to gain from its overall growth in the market place. GM downsized a year ago to create few negative holdings thus improving their profit margin. The GM advertising is going head to head with Toyota on key issues of gas mileage, resale value, dependability, passenger compartment size, cargo capacity, and styling. GM was beginning to make inroads on Toyota's share of sales and then came the Toyota safety issues with their poor response to the consumers. Gas pedals sticking causing extreme acceleration, brake failure, steering irregularities, and a delayed corporate response that placed Toyota car owners in extreme danger have caused what were loyal Toyota customers to look elsewhere to purchase their cars. Toyota's problems occurred at the same time that GM is in an all out advertising campaign placing GM in a position to once again become the world's number one car manufacturer.....**WHY** the team is investing long or short, and holding or selling]
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THIS IS THE COVER REPORT PAGE FOR EACH STOCK. ATTACHED TO IT ARE ALL THE DAILY PROFESSIONAL REPORTS THAT WERE USED TO PRODUCE THIS COVER REPORT.

ACCEPTABLE SOURCES

- * Newspapers
- * Magazines
- * Internet (Google)
 - New York Stock Exchange A-Z Company Listings
 - NASDAQ A-Z Company Listings
 - American Stock Exchange A-Z Company Listings
 - www.marketwatch.com

- The Stock Market Game has links to information sources
- Use footnotes to identify research sources
 - *include the website address so that sources can be reviewed