



General Motors

Guide

1983

75th Anniversary

General Motors Company Organized 1908
Guide Introduced First Electric Headlamp... 1908

The same year the General Motors Company was organized at Flint, Michigan, the Guide Motor Lamp Company of Cleveland, Ohio, introduced the first electric headlamp. The year was 1908.

Today, 75 years later, Guide is one of the 29 operating divisions and subsidiaries in the United States and Canada which are part of the worldwide General Motors Corporation. Guide itself provides support to GM manufacturing facilities in Mexico and Australia and is looking to additional expansion overseas.

Before it began manufacturing headlamps in 1908, Guide was a vehicle lamp repair shop in Cleveland. It had been founded two years previously by three young men with a capital of only \$300.

In 1929, the company became a division of a growing General Motors and moved to Anderson, Indiana. As "Guide Lamp Division," it was to be one of the community's biggest employers. Today, Guide is the world's largest manufacturer of automotive lighting equipment and a familiar name to auto makers in the United States and overseas.

Guide is also a leading producer of "soft" bumpers—the lightweight Guide-Flex energy-absorbing bumper system—and other plastic parts.

Products include car, truck and tractor lamps, grilles, rearview mirrors and lighted vanity mirrors, lighting controls, fender extensions, seat console assemblies, metal stampings and other components.

Guide occupies approximately 3 million square feet of office and manufacturing floor space in Anderson and a headlamp manufacturing plant covering 410,000 square feet at Monroe, Louisiana.

In addition, Guide provides support to Rimir, S. A. de C.V., a wholly owned GM subsidiary producing Guide-Flex bumpers at Matamoros, Mexico. Guide also supports a plastics facility of General Motors Holden's Limited at Elizabeth, Australia.

Guide is a highly automated, high-volume producer. During a typical day in normal times, the division manufactures 500,000 units, assembled in 6,400 products that include 13,600 component parts. The annual consumption of more than 75 million pounds of 103 different plastics produces approximately 96 million plastic parts a year.

As a result of increasing business in non-lamp products, "Guide Lamp" gave way to simply "Guide" as the official name in 1975.

Guide is one of three divisions that make up GM's Body and Assembly Group. The others are Fisher Body Division and GM Assembly Division. The three divisions operate 52 plants in the United States and several facilities outside the country.

Since the first electric headlamp, almost every development in automotive lighting has been a Guide innovation or has had some identity with Guide.

Among the many Guide "firsts" have been the completely engineered headlamp (1922), two-beam headlamp (1924), headlamp incorporating the nonsymmetrical meeting beam principle still in use (1931), turn signals (1936), Autronic-Eye automatic headlamp control (1951), "guide points" or glass knobs on headlamp lens to permit mechanical aiming in daylight (1955) and four-lamp headlighting system (1956).

Also, Twilight Sentinel electronic headlamp control (1959), cornering lamps (1961), plastic lamp housings (1966), lamp capsule concept (1968), rectangular sealed beam units (1974), first U.S. rectangular sealed beam unit designed under the metric system (1977) and tungsten-halogen rectangular sealed beam units for four-lamp headlighting system (1978).

There have been other Guide "firsts," not only in lighting but in other product lines, such as the day-night inside rearview mirror (1940), vinyl gaskets for molded lamp seals (1958) and chrome-plated plastic grilles (1969).

Guide has been headquartered in Anderson now for 54 years. The Cleveland plant was closed in 1930. Six years later, the division expanded by acquiring a GM plant in Syracuse, New York. After World War II and many expansions at the Anderson plant, the Syracuse facility became a part of Fisher Body Division. In 1974, ground was broken for the plant at Monroe.

As we review the growth and changes that have preceded this 75th Anniversary Year, Guide continues to plan for the future.

We are proud of what Guide employes have accomplished. They are the reason for Guide's success in the past, and will be the key to Guide's success in the future.



The first electric headlamp produced by Guide in 1908, compared with a modern tungsten-halogen sealed beam unit. Test car, used to evaluate lighting systems, appears in background.