General Motors Corporation

December 1, 1981

Mr. Antonio R. Moreno

Personnel Manager

Saginaw Steering Gear Operations

GM Componentes, S.A. •

Puertomar 8 & 9

Valdelagrana

Puerto de Santa María

Cádiz, Spain

Dear Tony:

I have written to Jerry Roethlisberger and Frank Kowalski to express my appreciation for the hospitality and courtesies extended to me during my recent visit with you.

But I also wanted to thank you for going out of your way to help make my visit enjoyable as well as informative.

I know we received more assistance and attention than we had a right to expect, and I hope what we learned will pay dividends for all of us in the future.

Jack Harned and I did have a chance to meet and talk with Antonio Caetano in Madrid, and he also was most helpful.

He said he had a very productive visit in the U.S., and he certainly sounds like he is on the right track as far as PR activities at Cádiz are concerned. Some things he told me about his visit to Detroit and Saginaw showed that he is a very discerning individual.

Looking ahead to the start-up of GM manufacturing opera­tions in Spain.

Again, Tony, thanks for all your help and cooperation, and I look forward to being in touch with you again in the future.

Sincerely



John F. Mueller

JFM/ln

General Motors Building 3044 West Grand Boulevard Detroit, Michigan 48202

**GENERAL MOTORS CORPORATION**

May 4, 1982

Mr. Antonio Caetano GM Componentes, S.A.

Puertomar, 8 y 9 Valdelagrana Puerto de Sta. Maria Cádiz, Spain

Dear Señor Caetano:

Congratulations on your new honor. I think it is a superb accomplishment to have "improved social conditions" in your community.

If all of us could perform just an iota of your effort, the world would be a better place.

With sincere best wishes I remain sincerely yours,

Patricia Beach Smith Editor, GM TODAY

General Motors Building 3044 West Grand Boulevard Detroit, Michigan 48202

**General Motors Corporation**

GENERAL MOTORS BUILDING DETROIT, MICHIGAN 48202

G e n e r a l M o t o r s C o r p o r a t i o n

GEN E R A L M O TO R S BU ILDIN G

DETROIT MICHIGAN

DONALD C. HUSS

overseas public relations ^ Apnl 1982 313/ 556\*3810

Dear Antonio:

I understand you have recently been recognized by the provincial government in Cádiz for your efforts to improve social conditions in the community.

I congratúlate you for your fine work and know that you will continué your efforts to make Cádiz a better place to work and live.

My best wishes for the future. I look forward to seeing and working with you shortly on the dedication plans for your plant.

Sincerely,

/ 7"’ ;

Donald C, Huss

Mr. Antonio Caetano GM Componentes Poligono El Trocadero Cádiz, Spain

Dear Antonio,

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It was a pleasure to make your acquaintance in Frankfurt. Thank you for your contribution to our discussions and for the information copy of the Cádiz plant inauguration program.

Thank you also for your letter of February 2, 1982, enclosing the GM Componentes two-year Public Relations Plan and the latest edition of El Trocadero.

We found the PR analysis/plan and the newsletter most interesting and wish to compliment you on your work.

Your offer of help is appreciated. I am sure there will be many opportunities for cióse cooperation among our operations in the future.

With best regards,

Vorstand ROBERT C STEMPEL (Vcwsitzender), JOHN O GRETTENBERGER Dr KLAUS KARTZKE. JOHN E RHAME. EKKEHARD ROHDE. D. WALTER SCHLOTFELDT FERDINAND SCHWENGER. CUFFORD J VAUGHAN. JR Stellvertretend FRIEDRICHW LOHR Wsitzender des Aufsichtsrates jOHN P Me CORMACK Sit? der GeseUschaft Russelsheim Handelsregister Amtsgenchi Russeisheim HRB2001

GENERAL MOTORS OVERSEAS CORPORATION

(Incorporated in tbe State of Delaware, U.S.A. with limited liabitity)

TELEX

77 SOUTH AUDLEY STREET, london 24535

LONDON, W1Y 5TA

TELEPHONE 01-491 3852

TO: Mr. Frank Kowalski

Mr. Jerry Roethlisberger

CC: Mr. Antonio Morrow

• Mr. Antonio Caetano

FROM: Jack R. Harned

DATE: July 1, 1981

I want to send you delayed,but sincere,congratulations forthe fine

job you and your people did in arranging Roger Smith's visit to Cádiz.

I know Mr. Smith found it to be most enjoyable, as well as informative.

Particularly, I am pleased that your PR program is off to a good start and I am impressed with the professionalism and enthusiasm that Antonio Caetano is bringing to the job.I look forward to working with him, and with you, in any way I can be helpful.

I believe the Roger Smith visit was a great success from the PR point of view and would be a good pattern for Jim McDonald's visit. Particularly,the press coverage and the informal photos which appeared in your newspapers were excellent, and certainly must have made a strong and positive impression for GM in your community.

Best wishes,

JACK R. HARNED

saginatu

Steerlng Gear División general MOTORS CORPORATION



SAGINAW, MICHIGAN 48605

March 4, 1983

OFFICE OF PUBLIC RELATIONS DIRECTOR

Mr. Antonio Caetano Supervisor, Public Relations GM Componentes, **S.A.** Poligono El Trocadero Puerto Real (Cádiz)

España (Spain)

Dear Antonio:

Your November-December issue of "El Trocadero" was out- standing.

The stories were very good, especially the one about the Corsa. The use of art illustrations of the vehicle and its components was handled well, too.

We appreciate your including reports about Saginaw Steering Gear División activities and products, and hope that you are able to use more informp-tion about the división from our newsletter "Steering Columns. "

Regards,

■ /( M-s

Ronald G. Actis

Director of Public Relations

and Government Relations

cc: Messrs. **W.B.** Thompson **M.R.** Me Cabe **J.M.** Roethlisberger A. Moreno

General Motors Corporation

February 1, 1984

Mr. Antonio Caetaño Supervisor, Safety, Training, and Public Relations General Motors Componentes, S.A.

Poligono el Trocadero Puerto Real (Cádiz), Spain

Dear Antonio,

Many thanks for your kind hospitality on our recent visit to Spain. I apologize for not writing sooner, but we have been on a fast track siñce returning.

Vic Garske and I were most impressed with all of the employe Communications efforts you already have undertaken. And, we are pleased with your commitment to begin a pilot employe Communications program for GM Componentes. Please let us know how we can be helpful to you in helping to launch the pilot program. We look forward to visiting Spain again whenever you think we can be of assistance.

Antonio, we thoroughly enjoyed being with you and appreciated all of the courtesies you extended to us. Please keep us posted on your plans.

Bruce McCristal Director

Employe Communications

General Motors Building 3044 West Grand Boulevard bé'fróít. Michigan 48202

Very best regards,



SAGINAW STEERING GEAR DIVISION

O t N E \* A L MOTOUS CORPORATION

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date March 23, 1983

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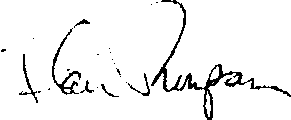
to**:** Jftrry RoethlUberger

Frank Kowalaki

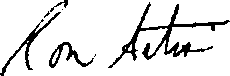
Congratulationa for belng aelected to re ce i ve the Marketing Club of Cádiz Award for 1982.

We at SagLnaw Steering Gear comraend you both for the leader «hlp you ha ve provided to the community and are proud of your accompltahment,

Plea.se pasa along our commendations to the other persona Ln your plant who contributed to this effort.



W. Blair Thompaon General Manager



Ronald G. ActU

Director of Public RelatUms

NEW YORK Philhamoni---

Avery Fisher Hall Broadway at 65th St., New York, NY 10023 (212) 580-8700 Telex: 237620 NYP Cable: Philharmon

ALBERT K. WEBSTER Executive Vice President and Managing Director

July 22, 1985

Mr. Antonio Caetano

Public Affairs Officer

Citibank España

Plaza de la Independencia, 6

Madrid-1, Spain

Dear Antonio:

Yes, we all got back safely! Dublin went very well, and the trip back just fine.

I can11 resist a fan leter to try and tell you how very,

very grateful I am for all that you did to help make our

visit to Madrid and Lisbon such a success. The care you

exercised and the special attention to all details was

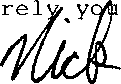
truly wonderful. I hope you find some excuse to get to

New York soon so that we can try and reciprócate. I'll

be very upset if you are here and don11 find a moment to cali and say helio to your friends at the New York Philharmonic.

With greatest thanks and warm regards,

S i n ce r s ,



Albert K. Webster

AKW/ds

The Philharmonic-Symphony Society of New York, Inc. Founded 1842

26 Septiembre 1984

R. Anglés - H. Greene

*Fecha:*

a:

de:



CITIBANK ESPAÑA

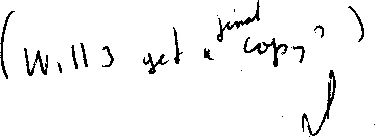
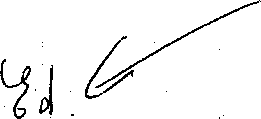
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Programa de Relaciones Públicas

De acuerdo con lo solicitado por Nueva York, debemos enviarles nuestro Programa de Relaciones Públicas para el año 1985. Adjunto a esta nota el programa en cuestión, preparado por Antonio Caetano.

Creo que lo encontrareis muy claro, completo y enfocado de acuerdo con nuestras necesidades. Si no teneis ninguna objeción h:á.c£a él, lo enviaré al Sr. Koplowitz en Nueva York.

Mod. 132 bis



Samuel P. **Bates**

Director of Public Relations International Operations

3M

March 2, 1981

Mr. Antonio Caetano General Motors Components Puertomar 8-9 Valdelagrana Cádiz (Spain)

Dear Antonio:

Thank you very much for sending along DINERO magazine with the excellent article on 3M.

We were disappointed that you decided to leave 3M,

but can understand your dicision with such a challenging

opportunity.

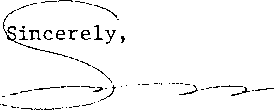
I hope that you are happy and successful in the future.

Please give our best regards to your wife, and if you

are ever in St. Paul be sure to cali us. The welcome

carpet will always be ready for you.

Good luck and Hasta La Vista!



S. P. Bates SPB:km

Public Relations Department/3M 3M Center

St. Paul, Minnesota 55101

612/733 8805 Facsímile 612/733 9764

Madrid, 11 de abril de 1986

Sr. D. Antonio Caetano Director de Comunicación y Relaciones Públicas Citibank España Plaza de la Independencia, 6 28001 Madrid

Ref.: FE/111/86

Estimado amigo:

Me disculpo por haber demorado tanto tiempo mi respuesta, pero ya supondrá usted que hemos vivido unos días bastante agitados.

Agradezco sinceramente sus palabras de felicitación y no le oculto a usted la satisfaccción con que vivimos esta situación histórica.

Reciba mis mejores muestras de afecto y un saludo cordial.



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