



For Release: Tuesday, Nov. 1, 2016, 9:30 a.m. EDT

Chevrolet and Buick Post Big Retail Sales and Share Gains Keeping GM the Fastest-Growing Full-line Automaker

Chevrolet U.S. retail sales up 6 percent for best October since 2004

Buick U.S. retail sales up 7 percent for best October since 2003

GMC sets brand's all-time record for October ATP at \$43,988

DETROIT – General Motors (NYSE: GM) sold 208,290 vehicles in October to individual or “retail” customers in the U.S., up 3 percent from last year, despite two fewer selling days. Based on initial estimates, GM outperformed the entire U.S. retail industry by a wide margin.

Led by Chevrolet and Buick, GM's U.S. retail market share rose to its highest October level since 2009. Based on initial estimates, GM's retail market share jumped 1.6 percentage points in October to 18.1 percent, the largest retail market share gain of any manufacturer. GM has gained retail market share in 16 of the past 19 months.

Chevrolet's October U.S. retail sales were up 6 percent compared to last year, the brand's best October since 2004. Buick's October U.S. retail sales were up 7 percent, the brand's best October since 2003.

Chevrolet gained 1.4 percentage points of U.S. retail market share in October to 12.3 percent. Chevrolet has gained U.S. retail market share in 9 out of 10 months this year, and remains the industry's fastest-growing full-line brand. Buick gained 0.2 percentage points of retail market share in October.

In addition, GMC set an all-time October record for the brand's ATP or Average Transaction Price of \$43,988, up more than \$1,800 over last October's performance.

GM's total U.S. sales in October were 258,626 vehicles, down less than 2 percent from last year. In addition, GM's daily rental sales were down approximately 8,000 vehicles or about 19 percent in October compared to last year, as planned.

“GM's October performance reflects the strength of our retail business and our operating discipline. We gained profitable retail share in October while spending less than the industry average on incentives and commanding the industry's best average transaction prices for any full-line automaker,” said Kurt McNeil, GM's vice president of U.S. sales operations. “We will continue our disciplined approach and focus on retail in a strong industry.”

In October, GM's incentive spending as a percent of ATP was 11.7 percent, below the industry average of 11.8 percent.

GM's ATPs, which reflect retail transaction prices after sales incentives, were \$36,155 in October, more than \$4,650 above the industry average and more than \$1,000 above last October's performance.

Through the first ten months of the year, GM retail sales are up 1 percent, compared to last year. GM has gained 0.6 percentage points of retail share during that timeframe, the largest retail share gain of any full-line automaker. Year to date, Chevrolet retail sales are up more than 2 percent and the brand's retail share has grown 0.5 percentage points to 11.2 percent. Year to date, Buick retail deliveries have grown nearly 4 percent and Buick has gained 0.1 percentage points of retail share.

GM continues to benefit from a strong U.S. economy.

"Key fundamentals like job security, rising personal incomes, low fuel prices and low interest rates continue to provide the environment for a very healthy U.S. auto industry," said Mustafa Mohatarem, GM's chief economist. "The U.S. auto industry is well positioned for sales to continue at or near record levels for the foreseeable future."

October Retail Sales and Business Highlights vs. 2015 (except as noted)

Chevrolet

- Chevrolet had its best October since 2004 and best year to date sales since 2006
- Chevrolet cars sales continue to grow faster than the passenger car industry
- Malibu, Camaro, Corvette, Spark and Volt were up 39 percent, 14 percent, 8 percent, 5 percent and 6 percent, respectively
- Malibu had its best October since 1980
- Camaro had its best October since 2009
- Colorado, Suburban, Tahoe and Trax were up 42 percent, 35 percent, 49 percent and 37 percent, respectively
- Tahoe and Suburban had their best October since 2007
- Colorado had its best October since 2004

GMC

- ATPs growing three times faster than industry pace
- Acadia, Canyon, Yukon XL and Yukon were up 17 percent, 15 percent, 3 percent and 26 percent, respectively
- More than 25 percent Denali penetration for the brand
- Sierra had its highest ATP ever at \$46,876
- Canyon had its best October ever
- Acadia had its best October ever
- Yukon had its best October since 2007 and 14th month of year-over-year growth
- Yukon XL had its best October since 2007

Buick

- Best October since 2003 and best year to date since 2005
- LaCrosse was up 13 percent with new model off to a strong start
- Envision had best month since launch

Cadillac

- Escalade retail sales up year to date more than 6 percent
- October ATP was a record \$55,058, up more than \$2,300 from last October
- Record year to date ATP of \$53,542
- Year-to-date retail luxury market share in line with 2015 performance

Average Transaction Prices (ATP) / Incentives

- GM's ATPs, which reflect retail transaction prices after sales incentives, were \$36,155 in October, more than \$4,650 above the industry average in October and more than \$1,000 above last October
- GM's October incentive spending as a percentage of ATP was 11.7 percent, below the industry average of 11.8 percent, but down 1.4 percentage points from last month and well below many other competitors

Fleet and Commercial

- Commercial fleet up 13 percent vs. September, and up 3 percent, selling day adjusted, YOY
 - o Malibu up 95 percent compared to last October
 - o Mid-size trucks up 218 percent compared to last October
- Federal Government sales up 53 percent
- Rental down 19 percent for October, and 29 percent year to date, according to plan

Industry Sales

- GM estimates that the seasonally adjusted annual selling rate (SAAR) for light vehicles in October was approximately 18.0 million units. On a calendar year-to-date basis, GM estimates the light-vehicle SAAR was 17.4 million units

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, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. 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>

Forward-Looking Statements

In this press release and related comments by our management, we use words like "anticipate," "appears," "approximately," "believe," "continue," "could," "designed," "effect," "estimate," "evaluate," "expect," "forecast," "goal," "initiative," "intend," "may," "objective," "outlook," "plan," "potential," "priorities," "project," "pursue," "seek," "will," "should,"

“target,” “when,” “would,” or the negative of any of those words or similar expressions to identify forward-looking statements that represent our current judgment about possible future events. In making these statements we rely on assumptions and analyses based on our experience and perception of historical trends, current conditions and expected future developments as well as other factors we consider appropriate under the circumstances. We believe these judgments are reasonable, but these statements are not guarantees of any events or financial results, and our actual results may differ materially due to a variety of important factors, both positive and negative. These factors, which may be revised or supplemented in subsequent reports on Forms 10-Q and 8-K, include, among others: (1) our ability to maintain profitability over the long-term, including our ability to fund and introduce new and improved vehicle models that are able to attract a sufficient number of consumers; (2) the success of our full-size pick-up trucks and SUVs; (3) global automobile market sales volume, which can be volatile; (4) the results of our joint ventures, which we cannot operate solely for our benefit and over which we may have limited control; (5) our ability to realize production efficiencies and to achieve reductions in costs as we implement operating effectiveness initiatives throughout our automotive operations; (6) our ability to maintain quality control over our vehicles and avoid material vehicle recalls and the cost and effect on our reputation and products; (7) our ability to maintain adequate liquidity and financing sources including as required to fund our new technology; (8) our ability to realize successful vehicle applications of new technology and our ability to deliver new products, services and customer experiences in response to new participants in the automotive industry; (9) volatility in the price of oil; (10) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (11) risks associated with our manufacturing facilities around the world; (12) our ability to manage the distribution channels for our products; (13) our ability to successfully restructure our operations in various countries; (14) the continued availability of wholesale and retail financing in markets in which we operate to support the sale of our vehicles, which is dependent on those entities' ability to obtain funding and their continued willingness to provide financing; (15) changes in economic conditions, commodity prices, housing prices, foreign currency exchange rates or political stability in the markets in which we operate; (16) significant changes in the competitive environment, including the effect of competition and excess manufacturing capacity in our markets, on our pricing policies or use of incentives and the introduction of new and improved vehicle models by our competitors; (17) significant changes in political, regulatory and market conditions in the countries in which we operate, particularly China, with the effect of competition from new market entrants, and in the United Kingdom with passage of a referendum to discontinue membership in the European Union; (18) changes in existing, or the adoption of new, laws, regulations, policies or other activities of governments, agencies and similar organizations, particularly laws, regulations and policies relating to vehicle safety including recalls, and including such actions that may affect the production, licensing, distribution or sale of our products, the cost thereof or applicable tax rates; (19) stricter or novel interpretations and consequent enforcement of existing laws, regulations and policies; (20) costs and risks associated with litigation and government investigations including the potential imposition of damages, substantial fines, civil lawsuits and criminal penalties, interruptions of business, modification of business practices, equitable remedies and other sanctions against us in connection with various legal proceedings and investigations relating to our various recalls; (21) our ability to comply with the terms of the DPA; (22) our ability to manage risks related to security breaches and other disruptions to our vehicles, information technology networks and systems; (23) significant increases in our pension expense or projected pension contributions resulting from changes in the value of plan assets, the discount rate applied to value the pension liabilities or mortality or other assumption changes; (24) our continued ability to develop captive financing capability through GM Financial; and (25) changes in accounting principles, or their application or interpretation, and our ability to

make estimates and the assumptions underlying the estimates, which could have an effect on earnings.

We caution readers not to place undue reliance on forward-looking statements. We undertake no obligation to update publicly or otherwise revise any forward-looking statements, whether as a result of new information, future events or other factors that affect the subject of these statements, except where we are expressly required to do so by law.

GM's Investor Relations website at <http://www.gm.com/investors> contains a significant amount of information about GM, including financial and other information for investors. GM encourages investors to visit our website, as information is updated and new information is posted.

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