



Accelerating Our Momentum

2023 U.S. Second Quarter Sales

July 5, 2023

Second Quarter 2023

691,978

GM total vehicles sold,
including 15,652 EVs

16 million

SAAR
(est. U.S. industry total)

19%

sales increase:
retail up 15% and
GM Envolv (fleet including
BrightDrop) up 34%

\$1,482

increase in
Average Transaction Price
compared to first quarter¹

Flat Incentives

compared to first quarter²

Flat Inventory

compared to first quarter³
(up less than 4%)



*All comparisons are year-over-year, unless otherwise noted

^{1,2} J.D. Power PIN (Q2 2023 through June 25, 2023)

³ Includes grounded and units in-transit to dealers

First Half 2023

1,295,186

GM total vehicles sold,
including 36,322 EVs

~15.8 million

SAAR
(est. U.S. industry total)

18%

sales increase:
retail up 15% and
GM Envolve (fleet
including BrightDrop)
up 30%

4

consecutive quarters
of retail share growth

581,114

Chevrolet and GMC pickups
and full-size SUVs delivered²

on track to extend
leadership in full-size
pickups (3 years) and
full-size SUVs (48+ years)

#1

manufacturer in
J.D. Power's 2023
U.S. Initial Quality Study,
second consecutive year



*All comparisons are year-over-year, unless otherwise noted

¹J.D. Power PIN Share (Q2 2023 through June 18, 2023)

²Excludes medium duty pickups

Double-Digit Sales Growth for All Brands



Chevrolet sales up 17%

- Bolt EV and Bolt EUV total sales of more than 13,900 units (up 101%)
- Trax up 115%, Traverse up 78% and Trailblazer up 112%
- Suburban up 87%, best year-to-date sales since 2007
- Tahoe up 39%, best year-to-date sales since 2007



Cadillac sales up 15%

- Best second quarter sales since 2019
- First-half sales grew for all luxury crossovers (XT4, XT5 and XT6), led by XT4 (up 37%)
- LYRIQ up 39% compared to first quarter
- Escalade up 25%, best second quarter sales since 2007
- CT5 up 29%
- Best quarter ever for V-Series high performance lineup (Sedans up 30%, Blackwing up 65%)



Buick sales up 48%

- One of the industry's fastest-growing retail brands year-to-date
- Total sales up 68% year-to-date
- Envision up 99% second quarter year-over-year, and best-ever first-half sales
- Encore GX up 99%



GMC sales up 18%

- Best first-half sales since 2005 and best-ever retail market share year-to-date
- Sierra LD and Sierra HD best-ever retail segment share in second quarter and year-to-date
- Acadia up 58%
- Yukon and Yukon XL up 30%



*All comparisons are second quarter year-over-year, unless otherwise noted

Highest-ever

penetration of AT4 and Denali:
70% of GMC Sierra HD sales;
nearly 50% of Sierra LD sales;
more than 74% of Canyon orders

~75%

of Chevrolet Tahoe and Suburban sales
are premium trims
(RST, Z71, Premier and High Country)

56%

of Chevrolet Colorado sales
are Trail Boss and Z71, with
top-level ZR2 now arriving at dealers

30%

of Chevrolet Silverado sales
are off-road focused trucks
(Z71, Custom, Custom Trail Boss and ZR2)



*“We’ve evolved our premium trucks
from a niche to a centerpiece.”*



*All comparisons are year-over-year, unless otherwise noted

RORY HARVEY
GM EXECUTIVE VICE PRESIDENT
AND PRESIDENT, NORTH AMERICA 5

“Chevrolet Trax is filling the void left by brands that’ve scaled back affordable choices.”

SCOTT BELL
GM VICE PRESIDENT
OF GLOBAL CHEVROLET



- More than 50% of 2024 Chevrolet Trax buyers who traded in a vehicle are new to brand
- Starting MSRP (\$21,495) below all Honda, Toyota and Ford vehicles in U.S.
- \$24,487 ATP in second quarter²
- Chevrolet's retail market share of small SUV segment reaches 25%, highest since 2007

*J.D. Power PIN (Q2 2023 through June 18, 2023)
²J.D. Power PIN ATP (Q2 2023 through June 25, 2023)

20,921

Chevrolet Trax sold in second quarter,
up 115% year over year

More Growth Ahead

as shipments to dealers increase
in second half of 2023





#1

in total fleet sales,
up 34% compared to first quarter

Best Commercial Sales

year-to-date since 2007

- Provides a one-stop experience for commercial, government and rental customers
- Broadest product portfolio in the industry, including cars, SUVs, trucks and groundbreaking new EVs like the Chevrolet Silverado EV Work Truck and BrightDrop's cutting-edge electric delivery vans
- GM remains #1 in MY23 commercial and MY23 total fleet sales
- Sales to commercial and government customers increased 93% for Chevrolet Equinox and GMC Terrain, and 13% for full-size SUVs
- GM is #1 in fleet and commercial market share in EVs for the 2023 model year, led by best-ever second quarter fleet sales for Chevrolet Bolt EV and Bolt EUV





envolve



up to

450 miles

of Chevrolet Silverado EV Work Truck range on a full-charge

up to

40% more

miles of range than Ford F-150 Lightning

up to

37% more

miles of range than Rivian R1T



“More range from the Silverado EV Work Truck means Chevy customers can do more work. It’s as simple as that.”

STEVE HILL
GM VICE PRESIDENT OF GLOBAL COMMERCIAL OPERATIONS



*EPA-estimated. Actual range may vary based on several factors, including temperature, terrain, battery age, loading, and how you use and maintain your vehicle.

Second Half Launches



*Preproduction model shown. Actual production model will vary.

Cautionary Note on Forward-Looking Statements

This communication and related comments by management may include “forward-looking statements” within the meaning of the U.S. federal securities laws. Forward-looking statements are any statements other than statements of historical fact and represent our current judgement about possible future events. In making these statements, we rely upon assumptions and analysis 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 judgements are reasonable, but these statements are not guarantees of any future events or financial results, and our actual results may differ materially due to a variety of important factors, many of which are described in our most recent Annual Report on Form 10-K and our other filings with the U.S. Securities and Exchange Commission. We caution readers not to place undue reliance on forward-looking statements. Forward-looking statements speak only as of the date they are made, and 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 third quarter sales results will be reported on Tuesday, Oct. 3.

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