



2024 Cadillac LYRIQ



# Growing in EVs, Pulling Ahead in Trucks and Loading the Bases with New SUVs

U.S. Second Quarter and First Half Sales

July 2, 2024

# Second Quarter Highlights

## #1 in Sales

696,086 total deliveries, up 0.6%

Chevrolet, GMC, Buick and Cadillac all posted retail gains

## #1 in Full-Size Pickups

best quarterly total sales since 2021

## Record EV Sales

21,930 deliveries, up 34% over Q1 and 40% year-over-year

## Best Quarter

total sales since Q4 2020

# 8

consecutive quarters of year-over-year retail sales growth, Q2 deliveries up 4%

# 6

consecutive quarters of year-over-year sales growth for Buick



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

# First Half Highlights

## #1 in Sales

1,290,319 total deliveries, down 0.4%  
Chevrolet, GMC, Buick and Cadillac  
all posted retail gains

## Best

full-size pickup sales  
since 2007, up 5% year-to-date

## Best

midsize pickup sales since 2019,  
up 31% year-to-date

## Best H1

retail sales since 2021

## 5%

retail sales increase

## #1

total full-size SUV and  
affordable small SUV sales<sup>1</sup>



*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>GM defines affordable SUVs as the group of lowest priced SUVs available in U.S. (base MSRP less than \$27,000)*



## Record EV Deliveries

- 38,355 first half deliveries, including 21,930 in the second quarter – both GM records
- GM retail EV registrations up 17% year-to-date, outpacing the retail industry's 10% gain<sup>1</sup>; GM will offer 10 EV nameplates by year-end
- Top states for GM EVs: California, Texas, Florida, New York, Michigan

## Truck Leadership

- Full-size pickup retail market share up 1.6 ppts. to 44.5%<sup>4</sup>
- Midsize pickup retail market share up 12.5 ppts. to 28.2%<sup>4</sup>

## Full-Court Press on SUVs

- GM will offer 8 all-new or redesigned ICE SUVs by year-end, starting with the Chevrolet Traverse – available now

## Strong Fundamentals

- Our dealers who use the CDK platform are working to meet strong customer demand under difficult circumstances. Some deliveries may be delayed until Q3.
- On average, GM's incentives as a % of ATP have been 100 basis points lower than the industry across the last five quarters; second quarter incentives were 4% of ATP<sup>2</sup>
- Healthy GM inventory levels, up slightly quarter to quarter and on plan at 66 days supply (581,001 units)<sup>3</sup>
- GM Envolv fleet deliveries down 10% in the second quarter and down 16% in first half primarily due to lower sales to daily rental companies

*“We have an incredible portfolio of diverse vehicles and we’re flexible, so we can win as more customers embrace EVs and we can keep winning if they want to stay with the engine technologies they know.”*

**MARISSA WEST**

GM SENIOR VICE PRESIDENT AND  
PRESIDENT, NORTH AMERICA



2024 Chevrolet Traverse RS

<sup>1</sup>S&P Global Mobility, Jan. – April 2024

<sup>2</sup>J.D. Power PIN (Q2 2024 through June 2024)

<sup>3</sup>Includes grounded and units in-transit to dealers; selling day adjusted

<sup>4</sup>J.D. Power PIN, June 16, 2024





# Best First Half Retail Sales Since 2021

## 8 Consecutive Quarters of Retail Sales Growth

- Silverado** Best retail segment share since 2022; HD is fastest growing truck in first half retail share (25.2%)<sup>1</sup>
- Colorado** Sales up 35% in Q2 and best Q2 since 2019
- Trax** 5 consecutive quarters of year-over-year sales growth of 100% or more; best-ever quarterly sales and quarterly retail share
- Corvette** Best first half sales since 2015
- Traverse** Fastest growing vehicle in the segment since launch in April<sup>1</sup>, with high demand and limited inventory

## EV Momentum

- 40% of Blazer EV buyers are new to GM, winning customers from Jeep, Ford, Hyundai/Kia
- Game-changing Equinox EV – the most affordable EV with more than 300 miles of EPA-estimated range<sup>2</sup> – arriving at dealers now
- Silverado EV RST – the longest-range electric truck – began deliveries in June



2024 Chevrolet Silverado HD ZR2

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

<sup>1</sup>J.D. Power PIN, June 16, 2024

<sup>2</sup>Based on comparison of starting-at MSRP of the 2024 Chevrolet Equinox EV 2LT with that of competing EVs. 319 miles on a full charge with FWD. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading and how you use and maintain your vehicle.





# Best Second Quarter Retail Sales Since 2015

## Winning in the Fastest-Growing EV Market

- The LYRIQ is one of the fastest-growing EVs in the industry, with second quarter sales 26% higher than the first quarter
  - Outsold all European EVs in first half<sup>1</sup>
  - During the second quarter, more than half of buyers with a trade-in were conquests from a competing manufacturer, including Tesla and Lexus<sup>1</sup>
  - Cadillac retail sales are up 5% this year, including a 24% increase in California driven by the LYRIQ
- The luxury segment is the fastest growing part of the EV market with registrations up 56% year-to-date<sup>2</sup> and Cadillac is increasingly well positioned with the ESCALADE IQ, OPTIQ and CELESTIQ launching this year, followed by the VISTIQ in 2025



2025 Cadillac OPTIQ

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

<sup>1</sup>J.D. Power PIN, June 16, 2024

<sup>2</sup>U.S. Retail EV registrations, Jan-April 2024 Polk Automotive Solutions





# Best Quarterly & First Half Sales Since 2021



2025 Buick Enclave

## 6 Consecutive Quarters of Year-Over-Year Sales Growth

- Total Buick sales have increased 18 of the last 19 months
- Q2 sales up 6% and first half up 11%
- Envista: 3 consecutive quarters of record sales, and 60% buyers are new to GM
- Envista market share up 1.4 pts. quarter over quarter<sup>1</sup>
- The Enclave, Buick's flagship 3-row SUV, will be the brand's first nameplate to offer Super Cruise hands-free driver assistance technology when it launches this summer

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

<sup>1</sup>J.D. Power PIN, June 16, 2024





# Best Second Quarter Sales Since 2005



2024 GMC HUMMER EV SUV

## Best-Ever First Half Retail Share<sup>1</sup>

- Retail sales up 7% in the second quarter; up 5% in the first half
- 30% of GMC's retail customers choose Denali and Denali Ultimate models
- Especially strong demand for GMC's pickups and the Terrain
  - Sierra: best-ever first half sales and retail share<sup>1</sup>; record Q2
  - Canyon: best first half sales since 2019; fastest growing midsize pickup in the industry
  - Terrain: best second quarter ever
- Majority of GMC's portfolio will be all-new or redesigned by year-end, including Acadia, Sierra EV Denali, Terrain, Yukon/Yukon XL

## HUMMER EV's Best Quarter Ever

- Sales up 76% over Q1
- Almost 70% of buyers are new to GM
- 60%/40% split between SUV and Pickup
- "The Hummer EV SUV is a trail master with few peers. What GM engineers have done with its all-electric drive is unreal."  
– *Road & Track*, May 2024

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

<sup>1</sup>J.D. Power PIN, June 16, 2024



# 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. Forward-looking statements represent our current judgment about possible future events and are often identified by words like “aim,” “anticipate,” “appears,” “approximately,” “believe,” “continue,” “could,” “designed,” “effect,” “estimate,” “evaluate,” “expect,” “forecast,” “goal,” “initiative,” “intend,” “may,” “objective,” “outlook,” “plan,” “potential,” “priorities,” “project,” “pursue,” “seek,” “should,” “target,” “when,” “will,” “would,” or the negative of any of those words or similar expressions. In making these statements, we rely on 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 judgments 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 beyond our control. These factors, which may be revised or supplemented in subsequent reports we file with the SEC, include, among others, the following: (1) our ability to deliver new products, services, technologies and customer experiences; (2) our ability to timely fund and introduce new and improved vehicle models; (3) our ability to profitably deliver a broad portfolio of EVs; (4) the success of our current line of internal combustion engine vehicles; (5) our highly competitive industry; (6) the unique technological, operational, regulatory and competitive risks related to the timing and commercialization of AVs, including the various regulatory approvals and permits required for operating driverless AVs in multiple markets; (7) risks associated with climate change; (8) global automobile market sales volume; (9) inflationary pressures, persistently high prices, uncertain availability of raw materials and commodities, and instability in logistics and related costs; (10) our business in China, which is subject to unique operational, competitive, regulatory and economic risks; (11) the success of our ongoing strategic business relationships and of our joint ventures; (12) the international scale and footprint of our operations, which exposes us to a variety of unique political, economic, competitive and regulatory risks; (13) any significant disruption at any of our manufacturing facilities; (14) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (15) pandemics, epidemics, disease outbreaks and other public health crises; (16) the possibility that competitors may independently develop products and services similar to ours, or that our intellectual property rights are not sufficient to prevent competitors from developing or selling those products or services; (17) our ability to manage risks related to security breaches and other disruptions to our information technology systems and networked products; (18) our ability to comply with increasingly complex, restrictive and punitive regulations relating to our enterprise data practices; (19) our ability to comply with extensive laws, regulations and policies applicable to our operations and products, including those relating to fuel economy, emissions and AVs; (20) costs and risks associated with litigation and government investigations; (21) the costs and effect on our reputation of product safety recalls and alleged defects in products and services; (22) any additional tax expense or exposure or failure to fully realize available tax incentives; (23) our continued ability to develop captive financing capability through GM Financial; and (24) any significant increase in our pension funding requirements. A further list and description of these risks, uncertainties and other factors can be found in our most recent Annual Report on Form 10-K and our subsequent filings with the SEC. 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, except where we are expressly required to do so by law.

In this presentation and related comments by management, references to “record” or “best” performance (or similar statements) refer to General Motors Company, as established in 2009. Simulated models and pre-production models shown throughout; production vehicles will vary.

For information on models shown, including availability, see each GM brand website for details.

**GM’s third quarter sales results will be reported on Tuesday, Oct. 1, 2024.**

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