



90 Day Update
October 7, 2009



General Motors Today

- Driving cultural change with a focus on the customer, speed, accountability, and risk taking
- New Board of Directors
- New management team established & in place
- Fewer dealers, brands and nameplates
- Consolidated and streamlined North America and GMIO business structure
- Competitive cost structure
- Cleansed balance sheet with significantly lower leverage



90 Day Update

Key Metrics

	Starting Point	Current Status	Original 5/31/09 Plan
Global Market Share	12.4% / 11.6% <i>(2008 CY) / (H1 2009)</i>	11.9% <i>(Preliminary Q3 2009)</i>	11.2% <i>(2009 CY)</i>
U.S. Market Share	22.1% / 19.5% <i>(2008 CY) / (H1 2009)</i>	19.5% <i>(Q3 2009)</i>	18.5% <i>(2009 CY)</i>
U.S. Dealer Stock	582K / 99 DS <i>(End of Q2 09)</i>	424K / 81 DS <i>(End of Q3 09)</i>	545K / 90 DS <i>(2009 YE)</i>
# of Dealers	6,375 <i>(2008 YE)</i>	~5,800 <i>(End of Q3 09)</i>	~5,600 <i>(2009 YE)</i>
# of U.S. Nameplate	48 <i>(2008 YE)</i>	45 <i>(End of Q3 09)</i>	45 <i>(2009 YE)</i>
U.S. Mfg. Facilities (Excl. Delphi)	47 <i>(2008 YE)</i>	43 <i>(End of Q3 09)</i>	41 <i>(2009 YE)</i>
U.S. Hourly Employees (000's)	62.0 <i>(2008 YE)</i>	49.2 <i>(Oct. 7, 2009 Est.)</i>	~40.0 <i>(2009 YE)</i>
U.S. Salaried Employees (000's)	29.7 <i>(2008 YE)</i>	24.3 <i>(Oct. 7, 2009 Est.)</i>	~23.0 <i>(2009 YE)</i>



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Product Launches

- 2010 Chevrolet Equinox
 - Best in segment fuel economy with 32 MPG highway
 - Rated 5 stars out of 5 stars from NHTSA

	Share of Segment (Sept 09)	Average Transaction Price	36 month Residual Value
U.S. Market Performance <i>vs. predecessor</i>	~ 9.7% + 6.4 ppt.	~ \$25,600 + \$3,300	44.8% + 13.2 ppt.

- 2010 Buick LaCrosse
 - First U.S. launch of new global architecture
 - Received IIHS "Top Safety Pick" segment award & anticipate 5 star safety rating by NHTSA

	Share of Segment (Sept 09)	Average Transaction Price	36 month Residual Value
U.S. Market Performance <i>vs. predecessor</i>	~3.2% + 0.5 ppt.	~ \$31,000 + \$7,200	46.3% + 15.6 ppt.



90 Day Update

Rebuild Brands and Improve Consideration

- Significant increase in media spend for remainder of 2009 CY and 2010 CY
 - Expect to go from less than competitive levels to approximately 130% of competitive levels
 - Majority of incremental spend supports launches and core brands
- Ed Whitacre TV ad announcing 60-Day Satisfaction Guarantee (9/13-9/20)
 - Ad scored in top 25% of all ads tested in opinion and consideration
 - More than 1,200 broadcast stories have covered campaign as of September 18
 - Edmunds.com & CNW Market Research reported initial increase in consideration
 - Edmunds.com initial increase of 11%, from 18.1% on 8/24-9/6 to 20.0% on 9/14-9/27
 - Rasmussen Reports survey published 9/18 found that 14% of Americans are more likely to buy GM vehicle as a result of 60-Day Satisfaction Guarantee
- “May the Best Car Win” National Campaign (launched 9/20)
- 9 city dealer tour to re-establish dealers and bring leadership closer to the customer
 - Tour completed including over 4,000 dealer principals/managers representing over 3,000 dealerships



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Technology Leadership

- Technology advancements
 - Produced ~80 pre-production Volt vehicles
 - Announced planned investment in Brownstown Township, MI to manufacture lithium-ion battery packs for extended-range electric vehicles
 - “Project Driveway” Chevy fuel cell Equinox test fleet reached one million miles
- Collaboration agreement with GM India and Reva Electric Car Company to study feasibility of developing electric vehicle for Indian market
- Establishment of China Science Lab in Shanghai
 - Initial focus on research related to advanced propulsion technology
- GM do Brasil inaugurated largest automotive technical center in Latin America
- Start-up of FAW-GM JV to produce and sell light-duty trucks and vans in China



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Non-Core Brands & Other Assets

- Saturn
 - Penske Automotive Group, Inc. terminated discussions with GM to acquire
 - Saturn brand and dealership network will be wound down
- HUMMER
 - Progress on agreements and regulatory approvals for the sale to Tengzhong
 - Expected to close by end of 2009, subject to regulatory approvals
- Saab
 - Signed agreement to sell 100% of ownership shares in Saab Automobile AB to Koenigsegg Group AB
 - Expected to close by the end of 2009
- Opel/Vauxhall
 - Decision to sell majority stake of Opel/Vauxhall to Magna International and Sberbank
 - Trust Board approved sale to Magna, working to close the transaction
- Delphi
 - Reached agreement on final resolution of Delphi, closed on Oct. 6
 - GM acquired four U.S. sites and global steering business



Near-Term Priorities

- Market performance
- Global growth
- Business results
- Prepare for IPO – including completing “Fresh Start” reporting



Concerns

- Unemployment / industry recovery
- Rebuilding consideration
- Completing remaining restructuring steps



Strategic Priorities

Customers

- Rebuild brands and improve consideration
- Stabilize / grow market share

Cars

- Continue to execute and introduce global products that win in market

Culture

- Transform GM's culture
 - Operating model rolled out and integrated
 - Continuous work underway on cultural change throughout organization