



2024 Chevrolet Blazer EV  
2024 MotorTrend SUV of the Year



2024 Chevrolet Colorado  
2024 MotorTrend Truck of the Year



2024 Chevrolet Trax  
Car and Driver's 10Best Trucks and SUVs



2024 Chevrolet Corvette E-Ray (shown) and Stingray  
Car and Driver's 10Best Cars



2024 Cadillac CT4-V Blackwing  
Car and Driver's 10Best Cars



2024 Cadillac CT5-V Blackwing  
Car and Driver's 10Best Cars



# GM Delivers Another Year of Firsts

2023 U.S. Fourth Quarter and Full-Year Sales

January 3, 2024



# 2023: Another Year of Firsts

#1

total sales  
2.6M vehicles sold,  
up 14%

#1

commercial fleet deliveries  
total GM Enclave  
sales up 20%

#1

OEM  
in the J.D. Power  
U.S. Initial Quality Study

#1

brand (Buick)  
in the J.D. Power  
U.S. Sales Satisfaction  
Index Study, followed by GMC

#1

total trucks  
(10th straight year<sup>1</sup>)  
1.3M full-size pickups and vans,  
midsize pickups and  
full-size SUVs sold

#1

full-size pickups<sup>2</sup>  
(4th straight year)  
841K sold

#1

full-size SUVs  
(49th straight year)  
245K sold

#1

affordable small SUVs<sup>3</sup>  
343K sold



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

<sup>1</sup>Excludes medium duty pickups

<sup>2</sup>Includes LD and HD

<sup>3</sup>GM defines affordable SUVs as the group of lowest priced SUVs available in U.S. (base MSRP less than \$27,000)



*“GM has tremendous momentum. We grew our market share in 2023, maintaining strong pricing and low incentives. We led the industry in trucks and had great success with our affordable SUVs like the Chevrolet Trax and Buick Envista, some of today’s hottest-selling vehicles. In 2024, we expect industry sales to remain strong and we’re excited about the opportunities ahead as we expand customer choice with new vehicles like the Chevrolet Equinox EV and Cadillac Escalade IQ.”*

**MARISSA WEST**

GM SENIOR VICE PRESIDENT AND  
PRESIDENT, NORTH AMERICA



2024 Chevrolet Silverado EV WT

## 2023: Strong Demand Drives Market Share Growth

- 16 million (est.) vehicle U.S. industry total
- Grew total market share 0.3 pts. to 16.3% (est.) with ATPs that are 112% of the industry average and incentives that are 9% of the industry average
- Increased total sales for six consecutive quarters, with total EV sales of 75,883 units (up 93%)
- 456,686 vehicles in inventory<sup>1</sup>, on target with GM objective

## 2024: GM Momentum Continues

- Forecasting 16 million vehicle U.S. industry total
- Scaling production of Cadillac LYRIQ, Chevrolet Silverado EV, GMC HUMMER EV, Chevrolet Blazer EV
- New EVs launching include the Chevrolet Equinox EV, Cadillac Escalade IQ, Cadillac CELESTIQ, Cadillac OPTIQ
- New or redesigned ICE models launching include the GMC Acadia, Chevrolet Equinox, Buick Envision, Chevrolet Traverse, Cadillac CT5, GMC Yukon, Chevrolet Tahoe, Chevrolet Suburban



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

*<sup>1</sup>As of Jan. 2, 2023*



# New Affordable Models Helped GM Deliver More Than 1 Million Crossovers in 2023

- GM leads in affordable small SUVs with best-ever full-year sales driven by the new Chevrolet Trax and Buick Envista
- Chevrolet is #1 in affordable small SUV segment, with 26% retail market share for Trax and Trailblazer (+14 pts.)<sup>1</sup>
- Buick Envista sales growing fast, with 69% of buyers new to Buick<sup>2</sup> and the highest percentage of owners aged 18-35 across all GM nameplates (26%)<sup>1</sup>

**1,067,687**

total crossovers sold  
(includes compact, small,  
midsize and luxury)

**~400%+**

Chevrolet Trax retail market share increase  
in small SUV segment since launch  
(4% in April 2023 to 22% in Nov. 2023.)<sup>1</sup>



2024 Chevrolet Trax



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

<sup>1</sup>J.D. Power Power Info Network

<sup>2</sup>Envista early buyer study



# Growth Across All Brands



## 2023 Highlights

- Sales up 13%
- Silverado highest-ever ATPs led by fast-turning off-road capable trims and increased loyalty
- Record year for combined Bolt EV and Bolt EUV sales, up 63% (62,045 units)
- Record sales of crossovers (up 36%), led by Trax (up 31%) and Trailblazer (up 82%)
- Tahoe #1 in segment with sales up 4%, best since 2007
- Suburban sales up 4%, best since 2018

- Sales up 9%
- Best total sales since 2019, best retail sales since 2017
- Record year for CT5 sales (up 17%) and record retail sales for CT4
- Escalade sales up 4%, best since 2007
- Record year for V-Series and Blackwing sales, up 55%

- Sales up 61%, including much higher sales per dealer
- Fastest-growing mainstream brand in the industry
- Encore GX sales up 92%
- Envision sales up 71%
- Envista off to a fast start with 13,302 units sold
- Record sales of Avenir luxury trim, now offered across all Buick models

- Sales up 9%
- Best total sales since 2019, best retail sales since 2017
- Best-ever Sierra sales (up 22%) and retail market share
- Sierra's record ATPs lead the full-size pickup segment
- Record sales of AT4 and Denali

- Sales up 20%, #1 in commercial fleet deliveries for the 2nd straight year
- Government sales up 28%, best since 2012
- GM won both 2023 Automotive Fleet Car and Truck of the Year awards: Chevrolet Bolt EV was first EV to win; Chevrolet Silverado won for 5th time
- Chevrolet Blazer EV became the first GM EV to earn police pursuit certification, outperforming Ford's Mustang Mach-E<sup>1</sup>

## Fourth Quarter Highlights

- Sales down less than 1%, compared to strong Q4 2022
- Record sales for Trax and Trailblazer
- Equinox sales up 20%

- Sales down 7%, compared to strong Q4 2022
- Best LYRIQ sales since launch

- Sales up 57%
- Enclave sales up 42%
- Envision sales up 23%

- Sales down less than 7%, compared to strong Q4 2022
- HUMMER EV sales up 74% compared to third quarter

- Sales down 31%, which reflects the impact of the UAW strike on Commercial deliveries, compared to strong Q4 2022

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

<sup>1</sup>Average lap time, high-speed acceleration and performance consistency in Michigan State Police test

# 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 first quarter sales results will be reported on Tuesday, April 2, 2024.**

## CONTACTS:

### GM Communications

David Caldwell: [david.caldwell@gm.com](mailto:david.caldwell@gm.com)

Priscilla Zuchowski: [priscilla.zuchowski@gm.com](mailto:priscilla.zuchowski@gm.com)

### GM Investor Relations

Ashish Kohli: [ashish.kohli@gm.com](mailto:ashish.kohli@gm.com)

