

“Our strong results this year, whether you’re measuring sales leadership, market share growth, conquest sales or pricing, show the power of having well-designed and engineered new trucks and SUVs for everyone — from entry-level buyers to the most discerning luxury customers.”

RORY HARVEY

GM EXECUTIVE VICE PRESIDENT
AND PRESIDENT, NORTH AMERICA



Trucks, New SUVs Drive Sales and Share Gains

2023 U.S. Third Quarter Sales

October 3, 2023

Third Quarter Highlights

674,336

vehicles sold
and market share up
almost 1 full point

15.5 million

SAAR
(est. light vehicle
U.S. industry total)

21%

total sales increase and
16% retail sales increase
year-over-year, with
relatively flat incentive levels
and ATPs¹

92

consecutive quarters of
truck industry leadership³

28%

EV sales increase
compared to second quarter

442,586

vehicles in inventory,
best quarter ending since
third quarter 2020²

47%

GM Envolv (fleet)
sales increase year-over-year,
led by commercial deliveries

35%

increase in fleet
conquest sales



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

¹J.D. Power PIN (Q3 2023 through Sept. 24, 2023)

²Includes grounded and units in-transit to dealers

³Includes full-size pickup, midsize pickup and full-size SUV sales

Growth Across All Brands



Chevrolet sales up 21%

- Best third quarter and year-to-date sales since 2019
- Colorado sales up 28%, the fastest growing midsize truck compared to second quarter
- Bolt EV and Bolt EUV up 13% compared to second quarter, with best-ever year-to-date Bolt EUV sales
- Traverse up 27%, best third quarter and year-to-date sales since 2019

Cadillac sales up 6%

- 16 consecutive months of year-over-year sales growth, and best third quarter and year-to-date sales since 2019
- CT5 up 47% with best-ever third quarter and year-to-date sales, and V-Series Blackwing up 24%
- Escalade up 8%, best year-to-date sales since 2007 and segment leader

Buick sales up 54%

- Fastest-growing mainstream brand in the industry year-over-year, with year-to-date sales up 63%
- 43% conquest rate year-to-date through August
- Enclave up 34%
- 28% of retail SUV customers opted for Avenir luxury trim, now available across entire lineup

GMC sales up 19%

- Best year-to-date sales since 2005
- Best market share ever year-to-date through August at 3.8%
- AT4 and Denali 53% of all retail sales
- Sierra up 46%
- Acadia up 7%



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

Expanding Truck Leadership

Best Year-to-Date

total full-size and midsize pickup sales since 2018

#1 in Full-Size Pickups: Best year-to-date sales since 2007

- Chevrolet Silverado and GMC Sierra combined sales up 29%, supporting 7 consecutive quarters of industry leadership
- Chevrolet Silverado LD sales up 34%. Silverado HD ZR2 is arriving at dealerships now, creating the industry's only full lineup of off-road ready trucks
- GMC Sierra sales up 46% for best-ever third quarter and year-to-date sales, Sierra LD up 65% and Sierra HD up 23%



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

The New Leader in Affordable, Small SUVs

Chevrolet and Buick combined small SUV retail share is #1 in segment and highest ever at 44%^{1,2}, with 103,479 total deliveries in the quarter

All-New 2024 Chevrolet Trax

- One of hottest vehicles in the industry, up 498% in third quarter and 198% year-to-date
- 17% small SUV retail segment share, up 13 points²
- Chevrolet's #3 highest-selling nameplate, with 37,869 units sold in the quarter

2024 Chevrolet Trailblazer

- Sales up 76%, best third quarter and year-to-date for current generation of the vehicle
- 13% small SUV retail segment share²

All-New 2024 Buick Envista

- Off to a fast start with 5,385 units sold in third quarter
- Starting MSRP of \$23,495, also offering Avenir premium trim

Buick Encore GX

- Sales up 104%, and best-ever third quarter
- Up 2 points of small SUV retail segment share²



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

¹ GM defines small SUVs as the group of smallest and lowest priced SUVs available in U.S. (base MSRP less than \$27,000)

² J.D. Power PIN (Q3 share through Sept. 24, 2023)

GM Envolv

#1 in Total Fleet Sales, #1 in Commercial Market



- Fleet year-to-date truck sales up 15%, car sales up 45% and crossover sales up 86%
- GM leads fleet market in EV sales
- Chevrolet Silverado MD best-ever quarter and year-to-date sales
- BrightDrop made its first deliveries to Ryder facilities in California, Texas and New York

+47%

in total fleet sales,
with 139,460 vehicles sold

**Best
Year-to-Date**
commercial sales since 2006



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

Strong Demand, Increasing Production Drive EV Sales Higher



Chevrolet Bolt EV and Bolt EUV

- Combined sales up 125% year-to-date, total through third quarter already exceeds all of 2022
- Most affordable EVs in the U.S.
- 70% of buyers are trading in a non-GM vehicle, with Toyota, Nissan and Honda comprising top 3 competitor trade-ins

Chevrolet Blazer EV

- Recently began customer deliveries

Chevrolet Silverado EV WT

- First deliveries to fleet customers in September

Cadillac LYRIQ

- Production and deliveries continue to increase, with 3,018 units sold in third quarter, up 124% compared to second quarter

GMC HUMMER EV Pickup and SUV

- Production and deliveries continue to increase, with 1,167 units sold in third quarter



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

Momentum Continues with More New and Redesigned Vehicles



Redesigned 2024 Buick Envision
First quarter 2024



All-new 2024 Chevrolet Traverse
Early 2024



Redesigned 2024 Chevrolet Trailblazer
Available now



Next-generation 2024 GMC Acadia
Early 2024



Redesigned 2025 Cadillac CT5
Spring 2024



2024 Chevrolet Corvette E-Ray
Fourth quarter 2023



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 fourth quarter sales results will be reported on **Wednesday, Jan. 3, 2024.**

CONTACTS:

GM Communications

David Caldwell: david.caldwell@gm.com

Priscilla Zuchowski: priscilla.zuchowski@gm.com

GM Investor Relations

Ashish Kohli: ashish.kohli@gm.com

