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Chevrolet, Buick and Cadillac Retail Sales Increases Drive GM's June Share Growth

- Chevrolet, Buick and Cadillac June retail sales up 3 percent, 2 percent and 5 percent, respectively
- GM retail sales up more than 1 percent and retail share up year-over-year
- Year to date, GM retail sales up more than 1 percent; retail share up 0.4 percentage points
- Less profitable daily rental deliveries down 5,690 vehicles or 22 percent in June, as planned

DETROIT – General Motors (NYSE: GM) sold 209,295 vehicles to individual or “retail” customers in June, up more than 1 percent year-over-year, driven by increases at Chevrolet, Buick and Cadillac of 3 percent, 2 percent and 5 percent, respectively. Based on initial estimates, GM gained 0.1 percentage points of retail share in June to remain the fastest growing full-line automaker. GM has gained retail market share in 13 of the past 14 months, dating to April 2015. Less profitable daily rental sales were down 5,690 vehicles or 22 percent, as planned. GM’s total sales in June were down less than 2 percent to 255,210 vehicles.

Through the first six months of the year, GM retail sales are up more than 1 percent and retail share is up 0.4 percentage points, the largest retail share gain of any full-line automaker and more than double the industry’s average over that timeframe. Year to date, Chevrolet retail sales are up 3 percent and retail share has grown 0.5 percentage points. Chevrolet remains the fastest-growing full-line brand in the industry. Year to date, Buick retail deliveries have grown 4 percent and Buick has gained 0.1 percentage points of retail share.

GM’s retail sales strength is reflected in the ongoing sales performance of the Chevrolet Silverado and GMC Sierra full-size pickups. Every month since January 2014, GM has sold more full-size pickups than any other original equipment manufacturer, according to POLK retail registrations and J.D. Power PIN retail sales data. GM is achieving these results while spending less on incentives than its competitors and commanding record Average Transaction Prices (ATPs). In June, GM full-size pickup ATPs were up \$3,300 compared to last year and Silverado recorded its highest monthly ATP in history. Year to date, GM full-size pickup ATPs are up \$2,600 compared to last year.

"Our retail-focused strategy is resulting in the highest share gains in the industry. Chevrolet is the fastest growing full-line brand and we expect that trend to continue as the availability of newly launched products improves in the second half of the year," said Kurt McNeil, U.S. vice president of Sales Operations. "Our reduction in daily rental deliveries, disciplined incentive spending and well-managed inventories are showing real benefit in the residual values of our latest launched vehicles."

GM expects better availability of midsize pickups, full-size pickups and small, compact and midsize crossovers in the second half of the year due to planned production schedules.

As part of its retail-focused strategy, GM continues to reduce daily rental deliveries, as planned. Year to date, GM's daily rental deliveries are down about 88,499 vehicles or 37 percent from a year ago.

In addition, GM continues to capitalize on a strong, stable economy that is driving sales to small businesses.

"Positive economic indicators like historically low interest rates, stable fuel prices, rising wages and near-full employment provide the environment for strong auto sales to continue in the second half of the year," said Mustafa Mohatarem, GM's chief economist. "These positive factors continue to point toward another record year for the industry."

June Retail Sales and Business Highlights vs. 2015 (except as noted)

Chevrolet

- Chevrolet had its best June since 2006
- Colorado, Suburban, Tahoe and Trax up 27 percent, 37 percent, 25 percent and 23 percent, respectively
- Impala, Sonic, Spark and Volt up 77 percent, 41 percent, 96 percent and 57 percent, respectively
- Impala had its best month since September 2008
- Sonic had its best June ever
- Tahoe and Suburban had their best June performance since 2008
- Colorado had its best June since 2006
- Silverado Crew Cab had its best June since 2005
- Silverado Heavy Duty had its best year to date since 2008

GMC

- Canyon, Yukon XL, Yukon up 34 percent, 13 percent and 21 percent, respectively
- Denali had its highest penetration of the year at more than 25 percent of GMC sales, maintaining the best first-half penetration on record
- Year to date, Canyon, Sierra, Yukon and Yukon XL are up 15 percent, 4 percent, 16 percent and 9 percent, respectively
- June was the second highest monthly ATP ever for the brand
- Yukon has its 10th consecutive month of year-over-year increases
- Best Sierra year-to-date sales since 2006

Buick

- Encore up 25 percent for the 30th consecutive month of year-over-year increases
- Cascada and Envision are off to strong starts with 755 and 1,436 deliveries, respectively

Cadillac

- Escalade up 21 percent
- Launch products off to a strong start — 3,844 XT5's and 958 CT6's were sold in June
- ATPs were approximately \$55,000, the highest in the luxury segment

Average Transaction Prices (ATP)/Incentives (J.D. Power PIN estimates)

- GM's ATPs, which reflect retail transaction prices after sales incentives, were \$35,423, more than \$4,400 above the industry average and more than \$1,800 above last June's performance
- GM's incentive spending as a percentage of ATPs was 10.1 percent in June, well below domestic and many Asian competitors and below the industry average of 10.6 percent

Fleet and Commercial

- GM's fleet mix in June was approximately 18 percent of total sales, below the company's full-year guidance of 20 percent
- Commercial sales were down 7 percent, compared to last June. Calendar year-to-date, Commercial sales are up 4 percent, driven by mid pickup sales up 31 percent and full-size pickup sales up 12 percent
- Government sales were up 8 percent in June. Year to date, Government sales are up 10 percent
- Small business sales were up 2 percent and up 5 percent year to date

Industry Sales

- GM estimates that the seasonally adjusted annual selling rate (SAAR) for light vehicles in June was 17.0 million units. On a calendar year-to-date basis, GM estimates the light vehicle SAAR was 17.3 million units
- Year to date, industry sales are up 1 percent, compared to 2015

General Motors Co. (NYSE:GM, TSX: GMM) and its partners produce vehicles in 30 countries, and the company has leadership positions in the world's largest and fastest-growing automotive markets. GM, its subsidiaries and joint venture entities sell vehicles under the Chevrolet, Cadillac, Baojun, Buick, GMC, Holden, Jiefang, Opel, Vauxhall and Wuling brands. More information on the company and its subsidiaries, including OnStar, a global leader in vehicle safety, security and information services, can be found at <http://www.gm.com>

Forward-Looking Statements

In this press release and related comments by management, we use words like "anticipate," "appears," "approximately," "believe," "continue," "could," "designed," "effect," "estimate,"

“evaluate,” “expect,” “forecast,” “goal,” “initiative,” “intend,” “may,” “objective,” “outlook,” “plan,” “potential,” “priorities,” “project,” “pursue,” “seek,” “will,” “should,” “target,” “when,” “would,” or the negative of any of those words or similar expressions to identify forward-looking statements that represent our current judgment about possible future events. In making these statements we rely on assumptions and analyses 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 events or financial results, and our actual results may differ materially due to a variety of important factors, both positive and negative. These factors, which may be revised or supplemented in subsequent reports filed with the SEC, include, among others: (1) our ability to maintain profitability over the long-term, including our ability to fund and introduce new and improved vehicle models that are able to attract a sufficient number of consumers; (2) the success of our full-size pick-up trucks and SUVs; (3) global automobile market sales volume, which can be volatile; (4) the results of our joint ventures, which we cannot operate solely for our benefit and over which we may have limited control; (5) our ability to realize production efficiencies and to achieve reductions in costs as we implement operating effectiveness initiatives throughout our automotive operations; (6) our ability to maintain quality control over our vehicles and avoid material vehicle recalls and the cost and effect on our reputation and products; (7) our ability to maintain adequate liquidity and financing sources including as required to fund our new technology; (8) our ability to realize successful vehicle applications of new technology and our ability to deliver new products, services and customer experiences in response to new participants in the automotive industry; (9) volatility in the price of oil; (10) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (11) risks associated with our manufacturing facilities around the world; (12) our ability to manage the distribution channels for our products; (13) our ability to successfully restructure our operations in various countries; (14) the continued availability of wholesale and retail financing in markets in which we operate to support the sale of our vehicles, which is dependent on those entities' ability to obtain funding and their continued willingness to provide financing; (15) changes in economic conditions, commodity prices, housing prices, foreign currency exchange rates or political stability in the markets in which we operate; (16) significant changes in the competitive environment, including the effect of competition and excess manufacturing capacity in our markets, on our pricing policies or use of incentives and the introduction of new and improved vehicle models by our competitors; (17) significant changes in economic, political, regulatory environment and market conditions in China, including the effect of competition from new market entrants, on our vehicle sales and market position in China; (18) changes in existing, or the adoption of new, laws, regulations, policies or other activities of governments, agencies and similar organizations, particularly laws, regulations and policies relating to vehicle safety including recalls, and including such actions that may affect the production, licensing, distribution or sale of our products, the cost thereof or applicable tax rates; (19) stricter or novel interpretations and consequent enforcement of existing laws, regulations and policies; (20) costs and risks associated with litigation and government investigations including the potential imposition of damages, substantial fines, civil lawsuits and criminal penalties, interruptions of business, modification of business practices, equitable remedies and other sanctions against us in connection with various legal proceedings and investigations relating to our various recalls; (21) our ability to comply with the terms of the DPA; (22) our ability to manage risks related to security breaches and other disruptions to our vehicles, information technology networks and systems; (23) significant increases in our pension expense or projected pension contributions resulting from changes in the value of plan assets, the discount rate applied to value the pension liabilities or mortality or other assumption changes; (24) our continued ability to develop captive financing capability through GM Financial; and (25) changes in accounting principles, or their application or

interpretation, and our ability to make estimates and the assumptions underlying the estimates, which could have an effect on earnings.

We caution readers not to place undue reliance on forward-looking statements. 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.

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