



Chevrolet Equinox EV



# Another Record Quarter of EV Sales

U.S. Third Quarter Sales

October 1, 2024

# Third Quarter Highlights

## #1 in Sales

659,601 total deliveries

## #1 in Full-Size Pickups

best year-to-date total sales since 2007

## #1 in Full-Size SUVs

with retail market share of 63.7%<sup>1</sup>

## 9th

consecutive quarter of year-over-year retail sales growth; best since 2020

## Record EV Sales

32,095 total GM deliveries; up 60% year-over-year; up 46% over Q2

## More than 50%

of EV buyers are new to GM

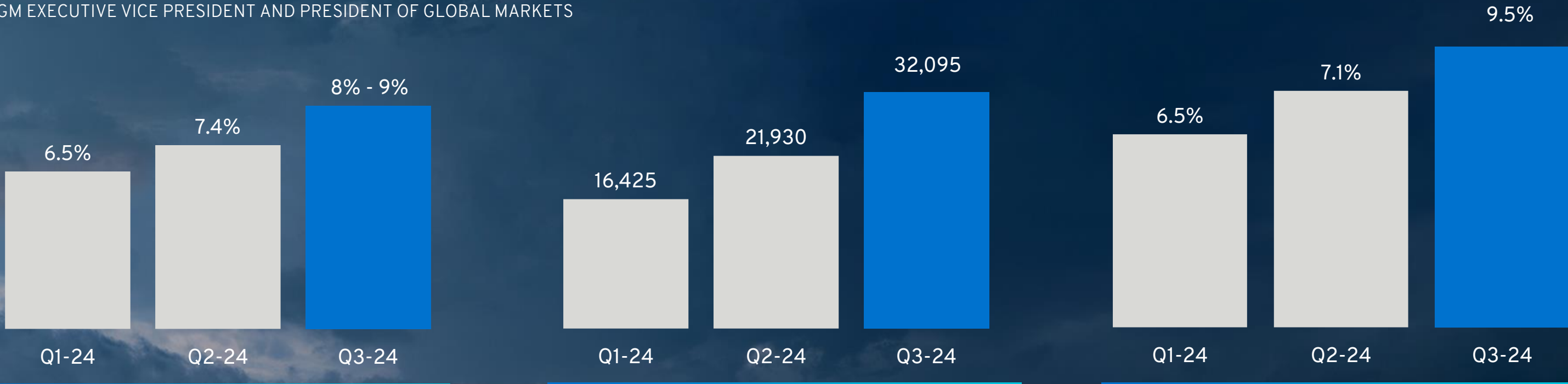


*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>J.D. Power PIN (Q3 2024 through Sept. 22, 2024)*



*"GM's EV portfolio is growing faster than the market because we have an all-electric vehicle for just about everybody, no matter what they like to drive."*

**RORY HARVEY**  
GM EXECUTIVE VICE PRESIDENT AND PRESIDENT OF GLOBAL MARKETS



U.S. EVs as Percent of Vehicle Industry<sup>1</sup>

GM U.S. EV Sales

GM Share of U.S. EV Market<sup>1</sup>



*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>GM estimate*





# Strong Pricing, Low Incentives Continue

- U.S. industry total SAAR of 16.2 million (est.), equal to Q2 and year over year
- 18 GM nameplates have higher ATPs than segment averages, helping our portfolio achieve 112% of the industry average<sup>1</sup>
- GM Q3 ATPs of \$49,349, in line with Q2<sup>1</sup>
- GM Q3 incentives were 4.5% of ATP, flat with Q2 and 2.4 pts. lower than the industry average<sup>1</sup>
- GM on track to end 2024 with 50 to 60-day range supply of vehicles per plan
- 627,048 units of inventory<sup>2</sup> heading into Q4, which is typically a period of strong sales and lower production due to holidays



All-New 2024 GMC Acadia Denali

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

*<sup>1</sup>J.D. Power PIN (Q3 2024 through Sept. 22, 2024)*

*<sup>2</sup>Includes grounded and units in-transit to dealers; selling day adjusted*





# 9 Consecutive Quarters of Retail Growth

- Best year-to-date retail sales in 5 years
- 3 consecutive years of retail market share growth<sup>1</sup>
- More than 9,700 total Equinox EVs sold in first full quarter on the market
- Blazer EV total sales up 21% compared to Q2
- More affordable Silverado EV LT model will launch in Q4
- More than 149,700 total Trax deliveries in just 9 months, up 130%
- Colorado total sales up 13%, best Q3 sales since 2019
- Strong demand for the new Traverse, with units turning in an average of 10 days
- Began deliveries of the next-generation gas-powered Equinox



2025 Chevrolet Equinox ACTIV

*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>J.D. Power PIN (Q3 2024 through Sept. 22, 2024)*





# LYRIQ Driving Volume & Share Growth

- Cadillac retail sales up 5% in Q3; best Q3 and year-to-date since 2016
- LYRIQ is the first vehicle from a full-line luxury brand to sell more than 20,000 EVs year-to-date<sup>1</sup>
- LYRIQ retail sales up 139% in Q3, topping 7,000 U.S. deliveries for second consecutive quarter
  - Outselling all EV nameplates from BMW, Mercedes, Audi and Lexus<sup>1</sup>
- Escalade V-Series total sales up 12% year-to-date
- With LYRIQ and upcoming launches of OPTIQ and ESCALADE IQ in Q4 and VISTIQ in 2025, Cadillac will have an all-electric model in every global luxury SUV segment
- VISTIQ – a distinctive luxury three-row SUV – will be assembled in Spring Hill, Tenn., alongside the LYRIQ, with production starting early next year

*\*All comparisons are year-over-year, unless otherwise noted  
1J.D. Power PIN (Q3 2024 through Sept. 22, 2024)*





# 7 Consecutive Quarters of Growth

- “Buick has completely redone its entire portfolio, making it one of the freshest in the industry.”  
– *MotorTrend, September 2024*
- Total sales up 8% in Q3; best quarterly sales since 2021
- 71% of Buick buyers year-to-date are new to the brand
- Envista: total sales up 179%; market share up 4 pts. year-over-year<sup>1</sup>
- Strong demand for the new Enclave, with days to turn at an average of 17 (vs. segment average of 50 days)<sup>2</sup>



2025 Buick Enclave Avenir

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

<sup>1</sup>J.D. Power PIN (Q3 2024 through Sept. 22, 2024)

<sup>2</sup>J.D. Power PIN (Q3 2024 through Sept. 29, 2024)





# Best Total Third Quarter Sales Since 2005



2024 GMC Sierra EV Denali Edition 1

- Total sales up 6%; retail sales up 10%
- Highest-ever year-to-date retail market share<sup>1</sup>
- 50% of GMC's retail customers chose Denali/Denali Ultimate or AT4/AT4X premium trim models
- Best-ever quarter for Sierra total and retail sales
- Best-ever third quarter total and retail sales for Canyon
- Combined HUMMER EV Pickup and SUV sales up 269% year-over-year and up 47% from Q2
- First customer deliveries for GMC Sierra EV Denali Edition 1, with days to turn at an average of 6<sup>2</sup>
  - Advanced EV drivetrain offers a GM-est. 440 miles of range on a full charge; up to 754 horsepower; 785 lb-ft of torque in Max Power Mode and 0-60 mph in 4.5 seconds<sup>3</sup>
- Total sales of the Acadia up 44% over Q2

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

*<sup>1</sup>J.D. Power PIN (Q3 2024 through Sept. 22, 2024)*

*<sup>2</sup>J.D. Power PIN (Q3 2024 through Sept. 29, 2024)*

*<sup>3</sup>Performance targets, estimates and capability specifications based on computer-aided analysis and simulation using virtual engineering tools.*





# ICE Launches Coming in Q4



2025 GMC Terrain



2025 GMC Yukon



2025 Chevrolet Suburban



2025 Cadillac Escalade



2025 Chevrolet Tahoe





# EV Launches Coming in Q4



2025 Cadillac ESCALADE IQ



2025 Cadillac OPTIQ



# 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 fourth quarter sales results will be reported on Friday, Jan. 3, 2025.**

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