

DUNCAN ALDRED

VP OF GLOBAL BUICK & GMC

CREDIT SUISSE CONFERENCE
DECEMBER 5, 2019

GMC
WE ARE PROFESSIONAL GRADE

THE ONLY PREMIUM TRUCK AND SUV BRAND



ENGINEERING EXCELLENCE

BOLD. CAPABLE. PRECISELY CRAFTED.

GMC BRAND HEALTH

ALL-TIME HIGHS ACROSS THE BOARD

EXCELLENT
OPINION

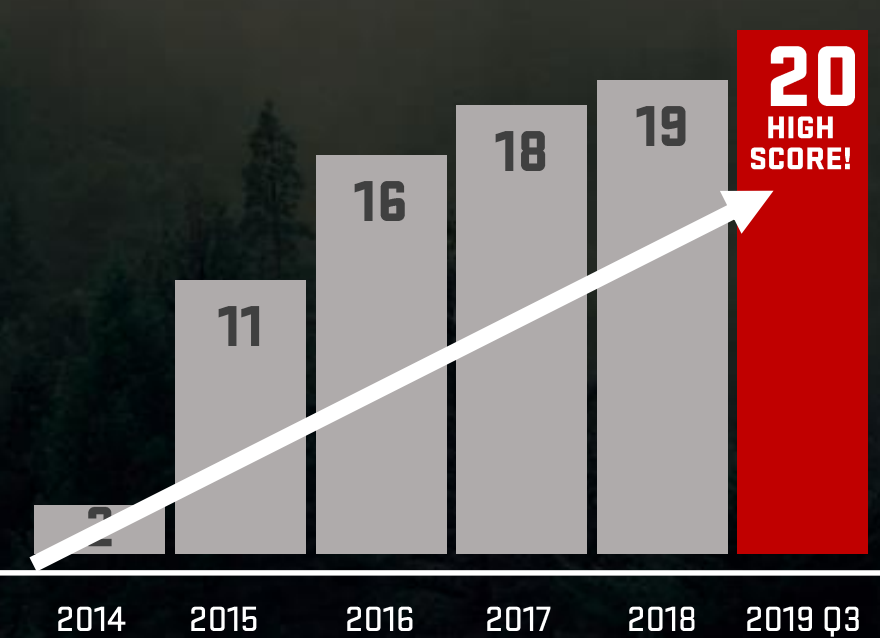
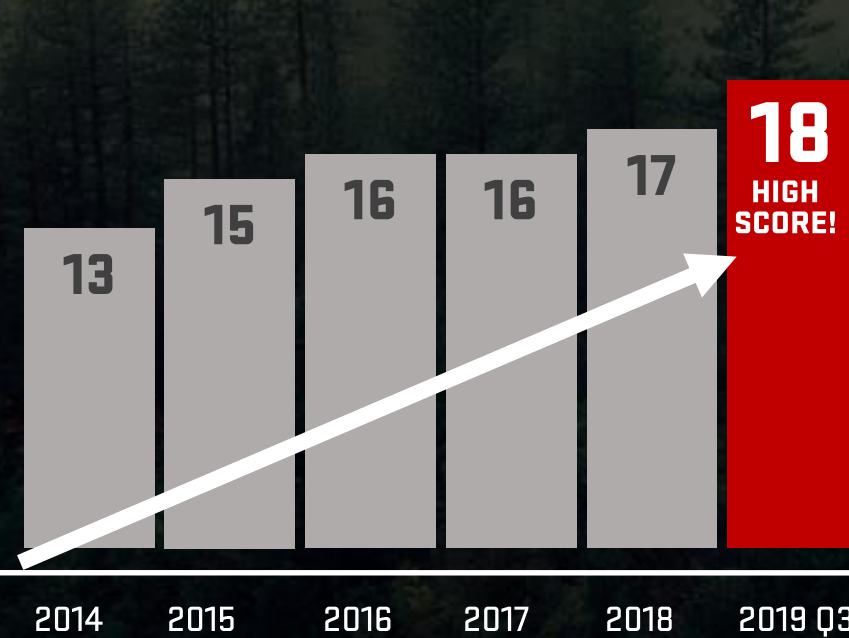
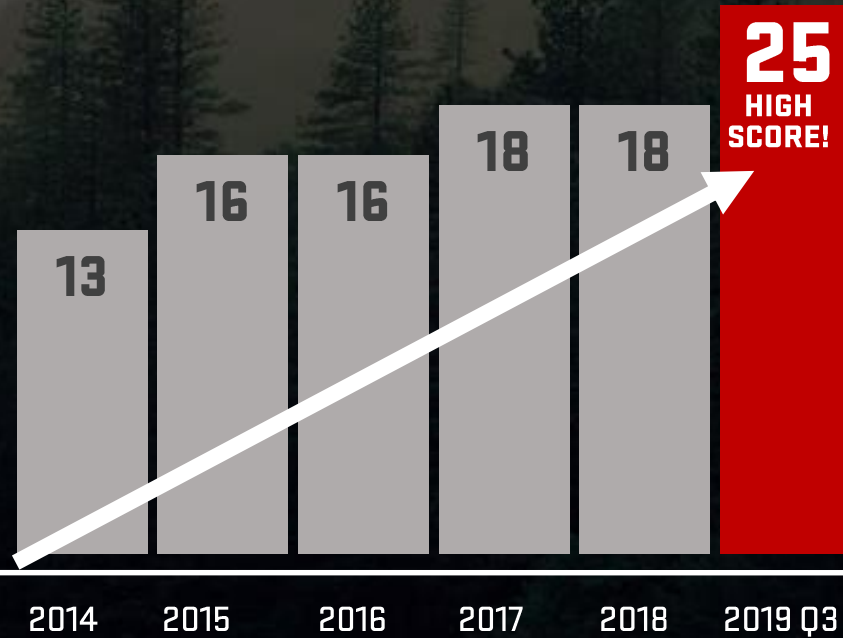
+92%

DEFINITELY
CONSIDER

+38%

NET
MOMENTUM

+900%



TWO STRONG SUB BRANDS



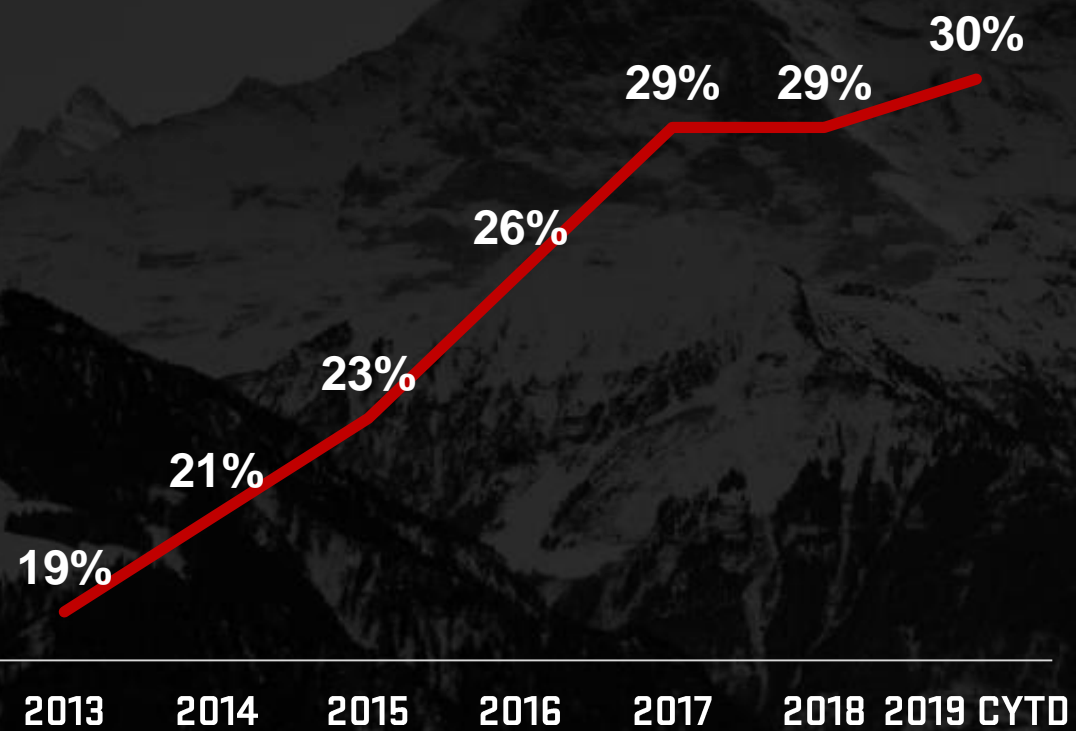
4x4

DENALI

WE ARE GROWING THE RIGHT WAY

THE STRENGTH OF DENALI

30% GMCs SOLD ARE DENALI



ATP INDUSTRY RANK

MERCEDES-BENZ \$55,542

DENALI \$54,901

JAGUAR \$51,567

AUDI \$51,101

BMW \$50,181

LINCOLN \$46,654

THE PIONEER OF PREMIUM OFF-ROAD





ROLLS OUT ACROSS THE LINEUP

CURRENT MODELS

STILL TO COME



NEXT GEN
SIERRA LD

NEXT GEN
SIERRA HD

NEW
ACADIA

YUKON

CANYON

TERRAIN

GMC PREMIUM SUV MOMENTUM

~50% OF GMC VOLUME



YUKON

Q3 RETAIL SALES
UP +3% YOY

DENALI PENETRATION
AT 56%



ACADIA

ACCELERATING INTO ALL-NEW
ACADIA WITH CYTD SALES UP +9%

DENALI PENETRATION
REMAINS STRONG AT 27%



TERRAIN

FAMILIARITY AND OPINION
AT RECORD HIGHS

DENALI PENETRATION AT 16%
UP +1% CYTD

1

BOLD NEW LOOK

New front and rear fascias, LED Headlamps and Taillamps, updated wheel offerings

2

FIRST-EVER ACADIA AT4

3.6L V6 engine, Advanced Twin-Clutch AWD System, All Terrain tires, exclusive exterior finishes

3

NEW ADVANCED TECH

Head-Up Display, Rear Camera Mirror & GMC's most advanced Infotainment System

4

STANDARD SAFETY FEATURES

Lane Change Alert with Side Blind Zone Alert, Rear Cross Traffic Alert & Rear Park Assist

5

UPGRADED SUSPENSION

Adaptive Ride Control & passive system upgraded to better isolate driver from road noise & impacts

2020 ACADIA THE FAB

5



THE SIERRA STORY



THE BIG FIVE

SIERRA LD KEY MESSAGES

MOST INNOVATIVE PICKUP TRUCK IN THE MARKET



MULTIPRO TAILGATE

WORLD'S FIRST!



**MULTI-COLOR
HEAD-UP DISPLAY**

SEGMENT FIRST!



**REAR CAMERA
MIRROR**

SEGMENT FIRST!



**PROGRADE
TRAILERING**

MOST COMPREHENSIVE!



**CARBON FIBER
BED**

INDUSTRY FIRST!

SIERRA LD MEDIA BUZZ

*"GMC DEBUTS
THE 2019 SIERRA
GOES UPSCALE
AND HIGH TECH"*



*"INNOVATIVE FROM
BACK TO FRONT"*

Forbes

*"TOP 5 FEATURES
THAT MAKE IT
UNLIKE ANY OTHER
PICKUP TRUCK"*



*"GMC SIERRA 1500 AT4
AND DENALI, BETTER IN
EVERY WAY."*



SIERRA LD SUCCESS

- FASTEST GROWING TRUCK IN THE SEGMENT
- RETAIL SALES VOLUME UP +21% CYTD
- AVERAGE TRANSACTION PRICE +\$7,800 ABOVE SEGMENT
- 42% OF SIERRA CREW RETAIL SALES ARE DENALI AND AT4
- AT4 SEEING MARKET SUCCESS
 - AFFLUENT
 - ACTIVE
 - YOUNG



1 MAX TOWING OF
35,500 LBS.
52% MORE
TOWING CAPACITY

2 FIRST-EVER ALLISON®
10-SPEED TRANSMISSION
+ 6.6L DURAMAX®
TURBO DIESEL

3 CLASS-LEADING
15 CAMERA VIEWS
INCLUDING INDUSTRY-FIRST
TRANSPARENT TRAILER VIEW

4 FIRST-IN-CLASS
HEAD-UP DISPLAY
& REAR CAMERA MIRROR

5 WORLD'S FIRST
MULTIPRO™ TAILGATE

THE BIGGER **5**



HD MEDIA BUZZ

“WE CAN'T RECALL A TRUCK WHOSE TECHNOLOGIES ADDED AS MUCH REAL-WORLD USE AS THE SIERRA HD.”

TRUCKTREND NETWORK

“TOWING TECH MARVEL”

ROAD/SHOW
BY CNN

“MORE MUSCLE,
MORE STYLE”

MOTORTREND

“[SIERRA] MAKES THE LONG HAUL SAFER FOR OWNER AND CREW.”

edmunds.com

“PREMIUM HIGH TECH WORKHORSE.”

CAR AND DRIVER

1M ESTIMATED EARNED REACH
60+ ONLINE NEWS STORIES



SIERRA HEAVY DUTY SUCCESS

A front-facing view of a white GMC Sierra Heavy Duty truck driving on a dirt road. The truck is moving towards the viewer, and a large cloud of dust is being kicked up from the front right side. The GMC logo is visible on the front grille. The background is a blurred natural setting.

- BEST Q3 IN 13 YEARS
- HIGHEST DENALI PENETRATION WITHIN GMC AT 63% CYTD
- 50% OF SEPTEMBER RETAIL SALES WERE NEW SIERRA
- 88% OF SALES ARE DENALI AND AT4 CREW

STRENGTH OF PROFESSIONAL GRADE

- GMC BRAND METRICS AT RECORD LEVELS
- HIGHEST AVERAGE TRANSACTION PRICE (ATP) OF ANY NON-LUX OEM
- ON PACE FOR A RECORD DENALI YEAR WITH ATP OVER \$54K
- SIERRA LD RETAIL SALES UP +21% CYTD
- FOCUSED LAUNCH PLAN OF SIERRA HD
- SUV MOMENTUM TO CONTINUE WITH 2 NEW LAUNCHES IN 20CY

GMC

2020 VEHICLE SHOWROOM



SIERRA HD

1ST FULL YEAR



CANYON



SIERRA LD

**1ST FULL YEAR
OF CARBONPRO**



YUKON/XL

ALL NEW



TERRAIN



ACADIA

1ST FULL YEAR



ACROSS LINE UP