# UNITED STATES <br> SECURITIES AND EXCHANGE COMMISSION <br> Washington, DC 20549-1004 

## FORM 8-K

## CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) January 5, 2010

## GENERAL MOTORS COMPANY

(Exact Name of Company as Specified in its Charter)
$\qquad$

DELAWARE
(State or other jurisdiction of incorporation)

300 Renaissance Center, Detroit, Michigan
(Address of Principal Executive Offices)

27-0756180
(I.R.S. Employer Identification No.)
(313) 556-5000
(Company's telephone number, including area code)
Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the company under any of the following provisions:

Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17-CFR 240.14a-12)
$\square$ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

## ITEM 8.01 Other Events

## Signature

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Sales Release and Charts Dated January 5, 2010

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## ITEM 8.01 Other Events

On January 5, 2010, General Motors Company (GM) issued a news release announcing December sales. The release and charts are attached as Exhibit 99.1.
This Form 8-K corrects certain information contained in the original January 5, 2010 news release. The following corrections were made:

- On page one, Susan Docherty’s title was changed from GM vice president, U.S. Sales to GM vice president, Sales, Service and Marketing.
- On page one under the heading "Other December Key Facts," the period during which Camaro has been the segment leader was changed from fifth straight month to seventh straight month.


## EXHIBIT

| Exhibit | Description | $\frac{\text { Method of Filing }}{\text { Exhibit } 99.1}$ |
| :--- | :--- | :--- |
| Sales Release and Charts Dated January 5, 2010 | Attached as Exhibit |  |

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## SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Company has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GENERAL MOTORS COMPANY
(Company)

## Chevrolet, Buick, GMC and Cadillac Post Sales Gains

## Retail Sales of Chevrolet, Buick, GMC and Cadillac Up 13 Percent

 GM Retail Market Share Increased Two Share Points in Q4 vs. Q3 U.S. Dealer Inventory Reaches 385,000 - Lowest Year-End Level on RecordDETROIT - GM dealers in the U.S. reported 160,996 retail deliveries in December - a 7 percent increase compared to last year, and a 50 percent increase over last month. Retail sales of Chevrolet, Buick, GMC and Cadillac brands were 146,419 - up 13 percent for the month. In total, GM dealers in the U.S. delivered 208,511 vehicles in December. This represents a total sales decline of 6 percent from the previous year, driven primarily by declines in fleet sales ( 33 percent) and in sales of non-core brands ( 55 percent).
"The fact that our retail market share has increased two full points from the third to fourth quarters demonstrates that we are strengthening our brands," said Susan Docherty, GM vice president, Sales, Service and Marketing. "We are delivering a healthier sales mix and earning consumer confidence through our launch vehicles such as Chevy Equinox and Camaro, Buick LaCrosse, GMC Terrain and Cadillac SRX."

In 2009, GM dealers delivered 2,084,492 vehicles, down 30 percent compared with 2008. "The year-over-year comparison reflects a 38 percent reduction in fleet, reduced overall incentive spending and the orderly wind-down of the Pontiac and Saturn brands," Docherty said. "Our sell-down of Pontiac and Saturn inventory is 10 months ahead of schedule and we only have about 1,700 vehicles left - 800 Pontiacs and 900 Saturns. This shows real progress in our action plans."

## Other December Key Facts:

- Retail sales of Chevrolet, Buick, GMC and Cadillac brands were 13 percent higher than in 2008 - achieved with 47 percent less inventory than last year
- Chevrolet retail sales were up 14 percent - driven by strong sales of Camaro (7,518 sales - segment leader for seventh straight month), Traverse (up 92 percent), Malibu (up 34 percent) and Equinox (up 137 percent)
- Buick retail sales were up 32 percent compared with a year ago on the continued strength of LaCrosse (up 370 percent) and Enclave (up 37 percent)
- GMC retail sales were up 4 percent vs. December 2008 on strong Acadia sales (up 49 percent) and Terrain (up 197 percent vs. the vehicle it replaced, Pontiac Torrent)
- Cadillac retail sales were up 7 percent, led by the 2010 SRX, with sales 357 percent higher than a year ago (4,880 vs. 1,069 )
- December month-end dealer inventory of 385,000 - the lowest year-end level on record
- Total GM crossover retail sales were up 67 percent
"The year 2009 was a watershed year for us in many ways. From our dealer restructuring to our focus on Chevrolet, Cadillac, Buick and GMC, we have made the difficult but necessary decisions to position our new company for success," Docherty added. "We're looking forward to 2010 as a year when the economy continues a modest recovery, industry sales begin to improve and our outstanding new products build additional sales momentum."


## "May the Best Car Win" Campaign - 60-Day Money Back Guarantee

GM’s 60-day money-back guarantee and "May the Best Car Win" message demonstrated confidence in Chevrolet, Buick, GMC and Cadillac and improved consumer consideration.
"Americans have given our cars, crossovers and trucks a strong vote of confidence, and we take that very seriously," Docherty said. "We've listened to those who've returned their vehicles to help us continue designing and building products our customers deserve."

More than 419,000 vehicles have been sold during the campaign and results show that almost all customers chose to keep their vehicles. Just 310 customers have returned their vehicles - approximately 0.007 percent of all eligible vehicles sold.

## MORE

## Other Brands Sold 14,687 Total Vehicles in December

GM's wind-down of non-core brands has been orderly and is now 10 months ahead of schedule. These brands represented 9 percent of retail sales in December, compared with 15 percent in May 2009. Inventories for the combined brands totaled 5,123 units at December month-end, representing a 95 percent decrease compared to the end of May 2009 (112,141 units).

Month-End Inventories of Non-Core Brands (May - Dec, 2009):

|  | May 2009 | Dec 2009 | \% Reduction |
| :---: | :---: | :---: | :---: |
| Pontiac | 70,876 | 796 | 99\% |
| Saturn | 32,647 | 916 | 97\% |
| Sab | 4,579 | 1,235 | 73\% |
| HUMMER | 4,039 | 2,176 | 46\% |

## Management Discussion of December Sales Results

"Increasingly, we are seeing signs of a global economic recovery," said Mike DiGiovanni, executive director, Global Market and Industry Analysis. "In the U.S., with firm used car prices, low interest rates and an improving economic outlook we expect industry sales to improve after a dismal 2009 performance."

## U.S. Economy

- Overall, economic leading indicators point to a continuing recovery in 2010, although risks remain.
- Job losses slowed significantly in November, and the unemployment rate dropped from $10.2 \%$ to $10 \%$. However, this is still high by historical standards.
- Although consumer confidence improved in December to the second highest level in 2009, it is likely to stay tepid due to the high unemployment rate.
- Housing market is mixed. Although existing home sales are surging, new home sales and home prices have softened recently.
- Manufacturing sector continues to expand due to depleted inventory and better than expected holiday sales.


## U. S. Auto Industry.

- The U.S. December 2009 SAAR is estimated to be approximately the same as November - 11.0 to 11.2 million (total industry estimate) - resulting in total vehicle sales of 10.6 million for the entire 2009 CY, the lowest since 1982
- Based on the strengthening U.S. economy, 2010 CY sales are projected to rise to between 11.0 to 12.0 million.


## GM North America Production

|  | Units 000 s |  | Car | Truck |
| :--- | :---: | :---: | :---: | :---: |
| $\mathbf{2 0 0 9}$ December | 67 | 112 | Total |  |
| Units O/(U) prior year | $\mathbf{1 7 9}$ |  |  |  |
| \% change O/(U) prior year | $(38)$ | $(32)$ | $(70)$ |  |
| $\mathbf{2 0 0 9} \mathbf{Q 4}$ | $(36) \%$ | $(22) \%$ | $(28) \%$ |  |
| Units O/(U) prior year | 236 | 382 | $\mathbf{6 1 8}$ |  |
| \% change O/(U) prior year | $(129)$ | $(68)$ | $(197)$ |  |
| $\mathbf{2 0 1 0} \mathbf{Q 1}$ | $(35) \%$ | $(15) \%$ | $(24) \%$ |  |
| Units O/(U) prior year | 237 | 413 | $\mathbf{6 5 0}$ |  |
| \% change O/(U) prior year | 121 | 158 | $\mathbf{2 7 9}$ |  |

## GM U.S. Dealer Inventory

|  | Units 000s | Car | Truck | Total |
| :---: | :---: | :---: | :---: | :---: |
| January 4, 2010 |  | 149 | 236 | 385 |
| Units $\mathrm{O} /(\mathrm{U})$ prior year |  | (248) | (239) | (487) |
| \% change O/(U) prior year |  | (63)\% | (50)\% | (56)\% |
| Units O/(U) prior month |  | (20) | (34) | (53) |
| \% change O/(U) prior month |  | (12)\% | (12)\% | (12)\% |
| January 2, 2009 |  | 397 | 475 | 872 |
| December 1, 2009 |  | 168 | 270 | 438 |

About General Motors: General Motors, one of the world's largest automakers, traces its roots back to 1908. With its global headquarters in Detroit, GM employs 209,000 people in every major region of the world and does business in some 140 countries. GM and its strategic partners produce cars and trucks in 34 countries, and sell and service these vehicles through the following brands: Buick, Cadillac, Chevrolet, GMC, GM Daewoo, Holden, Opel, Vauxhall and Wuling. GM's largest national market is the United States, followed by China, Brazil, the United Kingdom, Canada, Russia and Germany. GM's OnStar subsidiary is the industry leader in vehicle safety, security and information services. General Motors acquired operations from General Motors Corporation on July 10, 2009, and references to prior periods in this and other press materials refer to operations of the old General Motors Corporation. More information on the new General Motors can be found at www.gm.com.

## CONTACT(S):

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| *S/D Curr: 28 | December |  |  |  | (Calendar Year-to-Date) January - December |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| *S/D Prev: 26 | 2009 | 2008 | $\underset{\substack{\text { \% C C }}}{\text { Volum }}$ | $\begin{gathered} \hline \text { \% Chg per } \\ \text { S/D } \end{gathered}$ | 2009 | 2008 | \% Chg Volume |
| Vehicle Total | 208,511 | 221,983 | -6.1 | -12.8 | 2,084,492 | 2,980,688 | -30.1 |
| Core Brand Total | 193,824 | 189,618 | 2.2 | -5.1 | 1,815,806 | 2,476,483 | -26.7 |
| Non-Core Brand Total | 14,687 | 32,365 | -54.6 | -57.9 | 268,686 | 504,205 | -46.7 |
| Light Vehicle Total | 207,538 | 220,030 | -5.7 | -12.4 | 2,071,749 | 2,954,819 | -29.9 |
| Car Total | 79,417 | 87,506 | -9.2 | -15.7 | 874,270 | 1,257,481 | -30.5 |
| Light Truck Total | 128,121 | 132,524 | -3.3 | -10.2 | 1,197,479 | 1,697,338 | -29.4 |
| Truck Total ** | 129,094 | 134,477 | -4.0 | -10.9 | 1,210,222 | 1,723,207 | -29.8 |

GM Vehicle Deliveries by Marketing Division

|  | 2009 | 2008 | $\begin{gathered} \text { \% Chg } \\ \text { Volumg } \end{gathered}$ | $\begin{aligned} & \text { \% Chg per } \\ & \text { S/D } \end{aligned}$ | 2009 | 2008 | $\begin{gathered} \begin{array}{c} \text { \% Chg } \\ \text { Volume } \end{array} \end{gathered}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Buick Total | 12,237 | 8,909 | 37.4 | 27.5 | 102,306 | 137,197 | -25.4 |
| Cadillac Total | 14,745 | 13,235 | 11.4 | 3.5 | 109,092 | 161,159 | -32.3 |
| Chevrolet Total | 135,622 | 137,691 | -1.5 | -8.5 | 1,344,629 | 1,801,131 | -25.3 |
| GMC Total | 31,220 | 29,783 | 4.8 | -2.7 | 259,779 | 376,996 | -31.1 |
| Core Brand Total | 193,824 | 189,618 | 2.2 | -5.1 | 1,815,806 | 2,476,483 | -26.7 |
| HUMMER Total | 325 | 2,170 | -85.0 | -86.1 | 9,046 | 27,485 | -67.1 |
| Pontiac Total | 8,410 | 16,446 | -48.9 | -52.5 | 178,300 | 267,348 | -33.3 |
| Saab Total | 868 | 1,179 | -26.4 | -31.6 | 8,680 | 21,368 | -59.4 |
| Saturn Total | 5,084 | 12,570 | -59.6 | -62.4 | 72,660 | 188,004 | -61.4 |
| Non-Core Brand Total | 14,687 | 32,365 | -54.6 | -57.9 | 268,686 | 504,205 | -46.7 |
| GM Vehicle Total | 208,511 | 221,983 | -6.1 | -12.8 | 2,084,492 | 2,980,688 | -30.1 |

GM Car Deliveries by Marketing Division

|  |  |  |  | \% Chg | \% Chg per |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: | ---: |

GM Light TruckDeliveries by Marketing Division
$\begin{array}{|l|rrrr|rrr|}\hline & & 2009 & 2008 & \% \text { Chg } \\ \text { Volume }\end{array}$ \% Chg per $\left.\begin{array}{l}\text { S/D }\end{array}\right)$

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GM Car Deliveries - (United States) December 2009


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## GM Truck Deliveries - (United States)

 December 2009|  |  |  |  |  |
| :--- | ---: | ---: | ---: | ---: | ---: |
|  |  |  |  |  |
|  |  |  |  |  |

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* Variance reported only if current production estimate differs from prior production estimate by 5 K units or more
\# Denotes estimate
All numbers may vary due to rounding
General Motors Company acquired operations from General Motors Corporation on July 10, 2009, and references to prior periods in this and other materials refer to operations of the old General Motors Corporation
This report is governed by the Terms and Conditions on the GM Investor Information website: http://www.gm.com/corporate/investor_information/terms.jsp
${ }^{1}$ GMNA includes joint venture production-HUMMER and CAMI units included in GMNA Truck (Starting in Q1 2010, CAMI production is not classified as


[^0]:    * Twenty-eight selling days (S/D) for the December period this year and twenty-seven for last year.
    **Effective August 2007, GM includes GMC \& Chevrolet dealer deliveries of commercial vehicles distributed by American Isuzu Motors, Inc.

