



Off to a Great Start

2023 U.S. First Quarter Sales

"GM is off to a great start in 2023. We gained significant market share in the first quarter, pricing was strong, inventories are in very good shape, and we sold more than 20,000 EVs in a quarter for the first time. We're leading in the fleet and commercial market, and all our brands have a lot of momentum heading into a busy season of new product launches."

STEVE CARLISLE

GM EXECUTIVE VICE PRESIDENT
AND PRESIDENT, NORTH AMERICA

April 3, 2023

First Quarter Results

603,208

vehicles sold in the first quarter

+1.5

est. points of market share growth – the most in the industry

20,000+

EVs delivered

4 brands

ranked in top three for customer service satisfaction³

18%

total sales increase, with retail sales up 15% and fleet sales up 27%

412,285

vehicles in inventory¹, approximately even with fourth quarter

Total industry SAAR was 15.5 million (est.)

8 years

ranked first in loyalty to manufacturer²

12 vehicles

ranked among top three in dependability⁴

Sales Growth Across All Brands



- Chevrolet sales up 16%
- Equinox, Tahoe, Silverado HD, Bolt EV and Bolt EUV, and Corvette led their segments in S&P Global Mobility's annual loyalty awards
- Third consecutive record quarter for Bolt EV and Bolt EUV
- Trailblazer up 225%

- Cadillac sales up 29%
- LYRIQ sales of more than 900 units
- XT4 sales up 83%. New 2024 model launches this summer, with revamped design inspired by LYRIQ, including a 33-inch-diameter LED Touchscreen
- Sales of the XT5 up 46% and XT6 up 26%

- Buick sales up 99%
- Buick was the fastest-growing mainstream brand in the industry
- Sales of the Enclave up 25%, Encore GX up 128%
- Envision up 242%, delivered record first quarter retail sales

- GMC sales up 8%
- Denali, AT4 trims now half of GMC's retail sales
- Sierra up 19%, driven by light duty models (up 26%), delivered record first quarter retail sales

Truck Leadership Expands

270,376

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

9%

increase in Chevrolet Silverado and GMC Sierra sales

- Launches of new Chevrolet Colorado and GMC Canyon midsize and Chevrolet Silverado HD and GMC Sierra HD pickups are underway
- New GMC Canyon AT4X is the industry's most advanced midsize pickup; Edition 1 model is sold out
- New Chevrolet Colorado ZR2 off-road performance truck begins production in April
- GMC Sierra HD: 58% of orders are for Denali or new Denali Ultimate models, 26% for AT4



Leadership in Fleet and Commercial

- GM is currently No. 1 in total fleet registrations for MY23 vehicles¹
- GM is currently No. 1 in commercial registrations for Class 6 and below MY23 vehicles¹
- Fleet sales increased 27%
- Commercial sales of 73,274 units; fifth consecutive quarter of year-over-year growth
- Sales of the Chevrolet Silverado and GMC Sierra to commercial customers rose 38%, driving a 39% total gain in full-size truck fleet sales (including medium duty)



2023: Breakout Year for EVs

- GM is on track to build 50,000 EVs in North America through June and double that in the second half
 - Cadillac LYRIQ deliveries accelerating rapidly throughout 2023
 - Factory ZERO is building and shipping GMC HUMMER EV Pickup and new HUMMER EV SUV
 - Chevrolet Bolt EV and Bolt EUV production of 70,000 units to meet global demand
- Built more than 500 BrightDrop Zevo 600s at CAMI Assembly plant in Ontario, Canada in the first quarter
 - Added Purolator and Ryder as customers
- Chevrolet Silverado EV Work Truck deliveries begin in late spring
 - Orders from more than 340 fleet customers, a third of which are on the West Coast



Sales at Affordable Price Points Estimated to Exceed 1 Million

- Chevrolet, Buick and GMC estimate sales of more than 1 million vehicles starting below \$30,000 MSRP in 2023-2024, led by new small SUVs
 - All-new 2024 Chevrolet Trax arriving in showrooms now, redesigned 2024 Chevrolet Trailblazer available in the fall; redesigned 2024 Buick Encore GX arrives in May
 - All three come standard with six active safety and driver assistance technologies such as Automatic Emergency Braking, Lane Keep Assist with Lane Departure Warning, and more
 - All five Chevrolet Trax trim levels start below \$25,000 MSRP
 - Best-ever lease residual for GM in small SUV segment of 63%, 24 points above previous generation
- Vehicles priced about \$30,000 MSRP or less are approximately 20% of the retail market
- According to Cox Automotive, more than half of industry sales were priced below \$30,000 in 2012
- Many competitors have either scaled back their offerings or dropped affordable vehicles



2024 Chevrolet Trax



2024 Chevrolet Trailblazer



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2024 Buick Encore GX

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 second quarter sales results will be reported on Wednesday, July 5.

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