GENERAL MOTORS

For Immediate Release: Thursday, September 1, 2016

Chevrolet Retail Share Up in August and 7 Out of 8 Months This Year

- Record ATPs reflect retail strength and strong mix
- Disciplined incentive spending significantly below industry average
- Inventories low but growing on all-new Buick Envision, GMC Acadia and Cadillac XT5
- Cadillac gains retail share

DETROIT – Despite very tight dealer inventories, General Motors (NYSE: GM) sold 212,915 vehicles to individual or "retail" customers in August, down about 5 percent from last year, but in line with the industry's retail performance for the month.

Based on initial estimates, Chevrolet's retail market share rose 0.4 percentage points in August to 11.0 percent. Chevrolet has gained retail market share in 7 out of 8 months this year, and remains the industry's fastest growing full-line brand.

GM's total sales in August were down about 5 percent year over year to 256,429 vehicles.

Year to date, GM's performance is reflecting a very strong retail business.

- Retail share up 0.5 percentage points
- ATPs up more than $2,500
- Disciplined incentive spending, in line with 2015
- Daily rental deliveries down 34 percent
- Disciplined inventory levels and growing availability of key launch products

Through the first eight months of the year, GM retail sales are up 1 percent, which continues to be the largest retail share gain of any full-line automaker. Year to date, Chevrolet retail sales are up more than 2 percent and the brand's retail share has grown 0.5 percentage points. Year to date, Buick retail deliveries have grown 3 percent and Buick has gained 0.1 percentage points of retail share.

"Despite tighter dealer inventories, we had a solid retail performance in August led by Chevrolet, which gained retail share in eight different segments," said Kurt McNeil, U.S. vice president of Sales Operations. "Our retail strength is reflected in our record ATPs in August, which were up more than $1,600 from last month and nearly $5,800 above the industry average while our incentive spending was below the industry average and well below our domestic competitors."

In addition, GM continues to take advantage of a strong, stable U.S. economy and industry.

"All the economic factors continue to point toward a strong second half of the year and another potential record year for the industry," said Mustafa Mohatarem, GM's chief economist. "We think the industry is well positioned for a sustainable high level of customer demand."

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

Chevrolet

- Malibu, Cruze, Trax, Silverado, Colorado, Spark, Tahoe and Suburban, and Corvette all gained retail share in their respective segments
- Colorado, Suburban, Tahoe and Trax were up 35 percent, 42 percent, 29 percent and 17 percent, respectively
- Cruze, Malibu, Corvette and Volt were up 18 percent, 9 percent, 16 percent and 52 percent, respectively
- Year to date, Chevrolet posted its best retail sales performance since 2007
- Year to date, Malibu had its best performance since 1981
- Corvette had its best August since 2008
- Tahoe and Suburban had their best August since 2008
- Colorado had its best August ever
- Crew Cab Silverado had its best August ever
- HD Silverado had its best August since 2007

GMC

- Canyon, Yukon and Yukon XL were up 39 percent, 43 percent and 66 percent, respectively
- The brand had its highest monthly ATP on record at $45,000
- Denali penetration reached more than 28 percent, the highest on record
- Sierra had its best year to date sales since 2006
- Canyon had its best August ever
- Yukon and Yukon XL had their best August since 2007
- Yukon had its 12th consecutive month of year over year growth

Buick

- Buick dealers delivered 1,531 Envisions, in line with plan
- All-new Lacrosse began shipping to dealers in late August
- Year to date, Encore up 21 percent
- Six out of 10 Cascada buyers and more than half of Encore buyers are new to GM

Cadillac

- Escalade was up 8 percent
- Cadillac dealers delivered 4,839 XT5s
- CT6 had its best month since launch

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

- GM's ATPs, which reflect retail transaction prices after sales incentives, were $36,730, nearly $5,800 above the industry average and more than $2,500 above last August's performance
- GM's incentive spending as a percentage of ATP was 11.1 percent, below the industry average of 11.5 percent and well below other domestic and select Asian competitors.

Fleet and Commercial

- GM's fleet mix in August was 17 percent of total sales, below the company's full-year guidance of 20 percent and 19 percent year to date
- According to plan, daily rental sales were 10 percent of GM's total sales for August and 10 percent year to date with deliveries up 4 percent in August
- Large vans were up 18 percent for August
- Sales to small business are up 3 percent year to date

Industry Sales

- GM estimates that the seasonally adjusted annual selling rate (SAAR) for light vehicles in August was approximately 17.2 million units. On a calendar year-to-date basis, GM estimates the light-vehicle SAAR was 17.3 million units

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 our 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 on Forms 10-Q and 8-K, 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 political, regulatory and market conditions in the countries in which we operate, particularly China, with the effect of competition from new market entrants, and in the United Kingdom with passage of a referendum to discontinue membership in the European Union; (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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