



**GMC**



# Strength Across the Board

U.S. Fourth Quarter and Full-Year 2024 Sales

January 3, 2025

# 2024: Growth Across the Board

## #1 in Total Sales

2.7M deliveries, up 4%, best since 2019  
Market share expected to be ~16.5%<sup>1</sup>  
Year end inventory of 54-days supply

## #1 in Retail Sales<sup>1</sup>

Up 8% and best since 2019

## #1 in Fleet Sales for Q4<sup>1</sup>

GM Envolv sales up 22% in Q4

## #1 in Full-Size Pickups

5th straight year  
Best annual sales since 2007

## #1 in Full-Size SUVs

50<sup>th</sup> straight year

## Best-Ever EV Sales

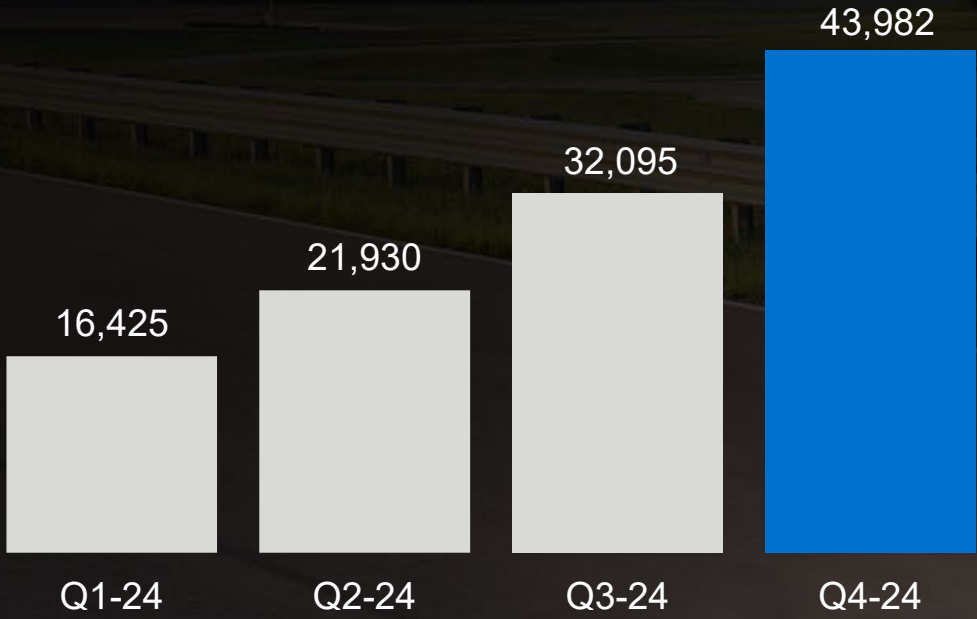
Q4: Total U.S. EV sales of 43,982, up 125%  
2024: Total U.S. EV sales of 114,432, up 50%  
Second automaker to sell more than 15K  
EVs in a month (Nov. and Dec.)



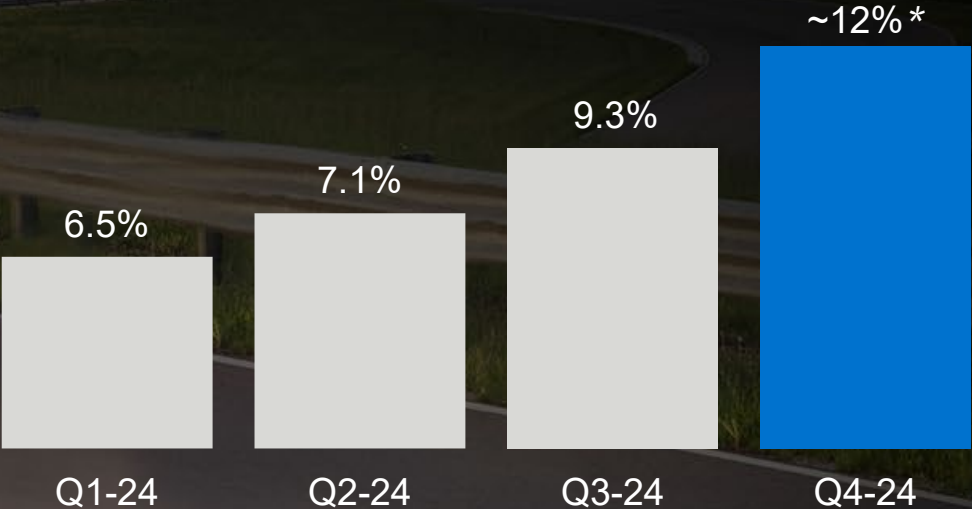
*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>GM Estimate*

*“The driving force for our business is new vehicles with great design and performance across our portfolio, helping our dealers satisfy more customers. We’re carrying significant momentum into 2025.”*

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



GM U.S. EV Sales



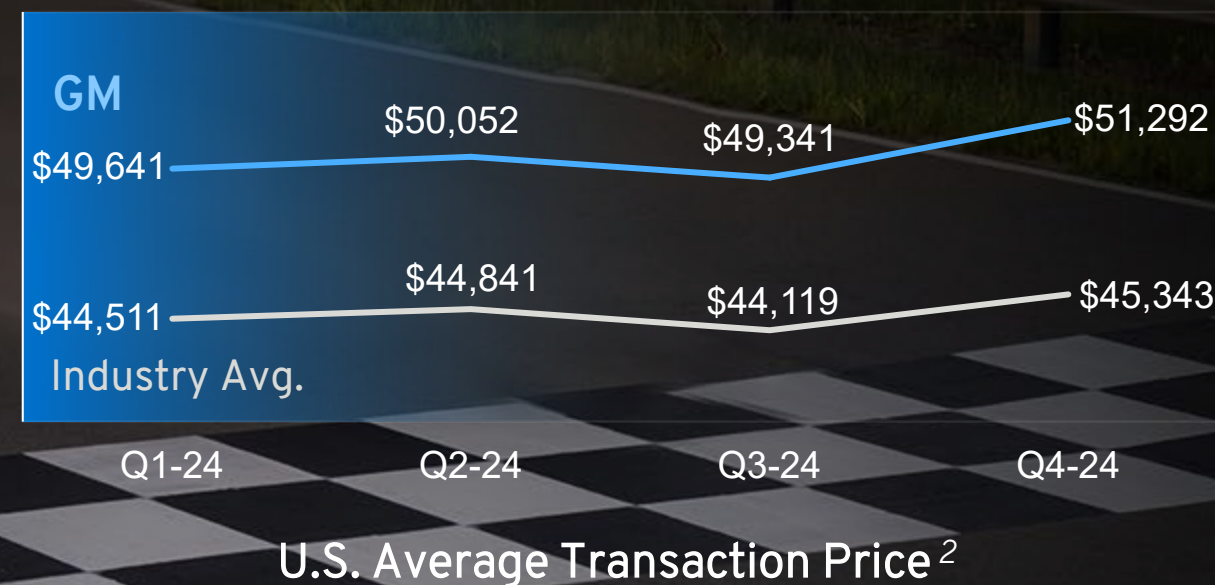
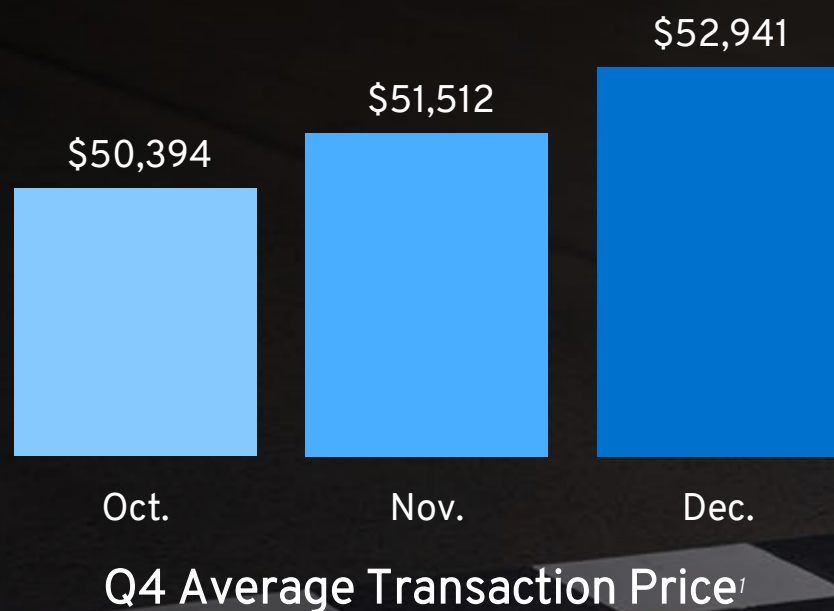
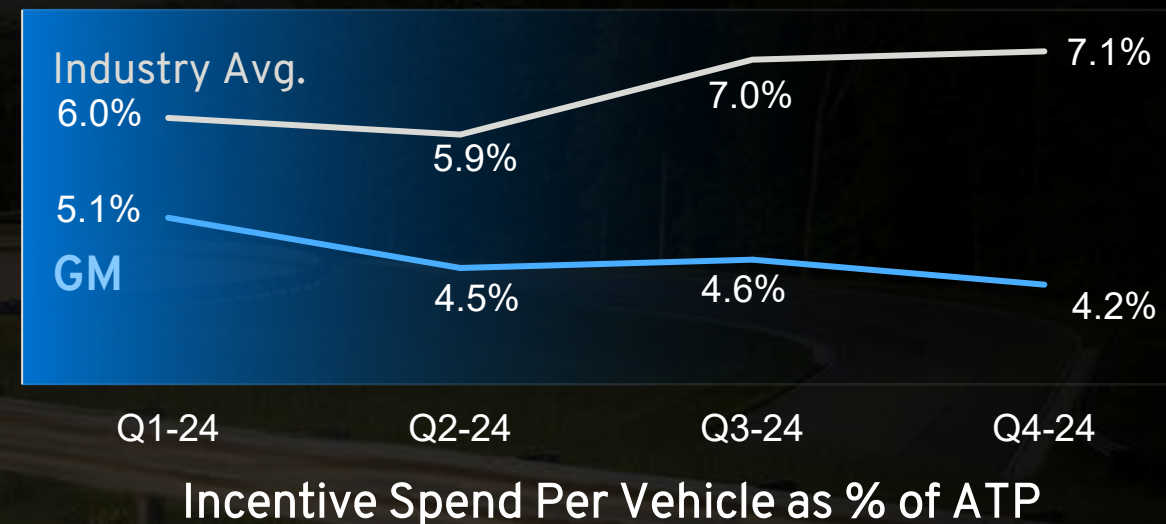
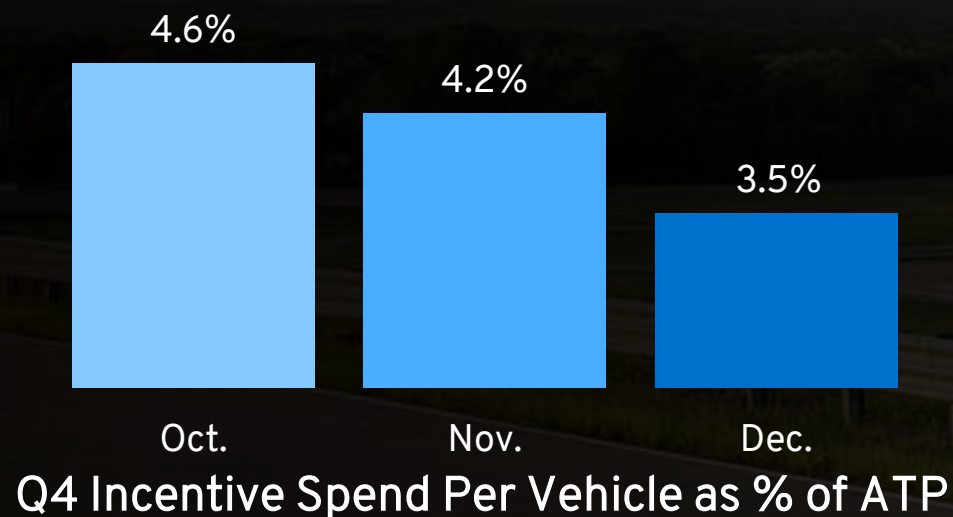
GM Share of U.S. EV Market



\*GM estimate



# Strong Pricing and Disciplined Incentives



<sup>1</sup>GM Data  
<sup>2</sup> J.D. Power PIN (Q4 2024 through Dec. 15)



# Best Total Sales Since 2019

## 2024

- 3<sup>rd</sup> Consecutive year of sales growth
- Best-ever total and retail sales for Chevy's family of SUVs
- Trax sales up 84%, leading the Small SUV segment
- Colorado sales up 38%, best since 2019

## Q4

- 10<sup>th</sup> consecutive quarter of retail sales growth and best Q4 since 2020
- Total EV sales record, up 50% from Q3
- Equinox EV sales up 85% over Q3, moving into the top-5 among all EVs in the U.S.
- New Traverse sales up 60%
- Redesigned Tahoe and Suburban began shipping to dealers in Q4



2025 Chevrolet Equinox EV

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



# Best Quarter and Year Since 2016

## 2024

- Total sales up 9% and best retail sales since 2015
- LYRIQ is the best-selling electric midsize luxury SUV<sup>1</sup>
- Escalade is the best-selling large luxury SUV for the 11<sup>th</sup> straight year
- Cadillac retail sales in California up 23%
- Launches of OPTIQ and VISTIQ in Q1 give Cadillac an EV in every major luxury SUV segment

## Q4

- Q4 sales up 35%
- Best-ever quarterly EV sales
- First customer deliveries of the redesigned 2025 Escalade and ESCALADE IQ EV



2025 Cadillac ESCALADE IQ

*\*All comparisons are year-over-year, unless otherwise noted  
<sup>1</sup>S&P Global Mobility, through Oct. 2024*



# Best-Ever Total and Retail Sales



## 2024

- Best-ever sales and market share<sup>1</sup>
- Total sales up 9%; retail sales up 14%
- Best-ever sales for the Denali sub-brand
- Best-ever sales for Sierra, up 9%; 7 consecutive years of retail share growth
- Best-ever sales for Canyon, up 70%, and the fastest-growing truck in its segment<sup>1</sup>
- Best sales since 2007 for Yukon/Yukon XL

## Q4

- Best Q4 ever
- Best quarter ever for HUMMER EV
- Best quarter ever for Sierra; Best Q4 ever for Canyon
- New Acadia sales up 58%
- Began deliveries of the redesigned Terrain midsize SUV, and Yukon/Yukon XL full-size SUVs

HUMMER EV Pickup and SUV, GMC Sierra EV

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



# Best Sales Since 2021

## 2024

- 8 consecutive quarters of growth, driven by the freshest SUV portfolio in the industry
- Total sales up 10%
- 72% of Buick buyers are new to the brand
- Best-ever sales for Envision
- Best-ever sales and share of Small SUVs

## Q4

- Envista up 57% in Q4
- Best-ever Q4 sales for Envision

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



2025 Buick Envista Avenir



# 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.

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