



Trucks, SUVs, EVs drive double-digit growth

U.S. First Quarter 2025 Sales

April 1, 2025



Best Q1 U.S. sales since 2018

#1 in Total sales

693,363 deliveries, up 17%
Market share expected to grow to ~17%¹
Double-digit growth across all brands

#1 in Retail sales¹

Up 15% and best Q1 since 2018

#1 in Fleet sales for Q1¹

GM Envolv sales up 25%

#1 in Full-Size Pickups

Best Q1 sales since 2007
Total share of ~40%¹

#1 in Full-Size SUVs

Up 31% and best Q1 since 2007
Total share of ~69%¹

EV Sales up 94%

Total U.S. EV sales of 31,887
Industry's #2 Seller of EVs¹

**All comparisons are year-over-year, unless otherwise noted
¹GM Estimate*



“GM’s sales growth outpaced every other major automaker, and the driving force is our portfolio. We're the industry leader in trucks and affordable small SUVs, Cadillac is growing significantly in luxury and we have the broadest portfolio of EVs in the industry.”

RORY HARVEY

GM EXECUTIVE VICE PRESIDENT AND
PRESIDENT, GLOBAL MARKETS

- Inventory level within target range:
Ended Q1 with inventory of 549,312 down 8% from prior quarter
- Consistent pricing:
Average Transaction Price of ~\$51,000 up less than 3% year-over-year*
- Disciplined incentive spending:
GM incentives at ~4% of ATP, compared to industry average of ~7%¹

*GM estimate
¹J.D. Power PIN



Total sales up 14%, best Q1 Since 2019; Fastest growing EV brand in the industry¹

- 11th consecutive quarter of retail sales growth
- New Traverse sales up 62%
- Best-ever Q1 sales for Trax up 57%, leading the Small SUV segment
- Colorado sales up 73%, best Q1 since 2019
- EV sales up 119%, led by Equinox EV and Blazer EV
- Equinox sales up 31%, best Q1 since 2020
- Best Q1 for Tahoe since 2007, up 28%
- Suburban sales up 40%
- Silverado HD up 12%



Chevrolet Colorado

**All comparisons are year-over-year, unless otherwise noted
¹J.D. Power, March 2025*



Q1 Retail sales up 21%, best since 2008

EV sales up 37%

- Nearly 3 straight years of retail sales growth
- Best retail market share since 2014¹
- Retail sales in California up 25%
- Best-ever Q1 for Escalade, the industry leading large luxury SUV²
- Best-ever Q1 sales for the V-Series family of high-performance vehicles
- First deliveries for the OPTIQ



Cadillac OPTIQ

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

¹J.D. Power PIN

²Includes all Escalade models



Best-Ever Q1 sales, up 18% EV sales up 183%



GMC Sierra EV

- Best-ever Q1 retail market share¹
- Best-ever Q1 sales for Denali models
- Best-ever Q1 sales for Sierra, up 13%
- Best-ever Q1 sales for Canyon, up 66%
- Best Q1 sales since 2007 for Yukon and best since 2005 for Yukon XL, up 29% combined
- New Acadia sales up 73%
- Best-ever Q1 EV sales

**All comparisons are year-over-year, unless otherwise noted
¹J.D. Power PIN*



Best Q1 sales since 2006



2025 Buick Enclave Avenir

Total sales up 39%

- 9 consecutive quarters of year over year growth
- New Enclave sales up 37%, best Q1 since 2019
- Best-ever Q1 sales for Encore GX and Envista, Buick's premium small SUVs
- More than 50% of sales are to non-GM conquest buyers

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



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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