

The GMC logo is rendered in a bold, three-dimensional style. The letters 'G', 'M', and 'C' are filled with a vibrant red color and outlined with a thick, metallic silver border that gives the logo a sense of depth and industrial strength. The logo is centered horizontally against a dark, atmospheric background of a mountain range.

GMC

WE ARE PROFESSIONAL GRADE



DUNCAN ALDRED

VICE PRESIDENT, GLOBAL GMC

GMC

VISION

THE ONLY PREMIUM TRUCK AND SUV BRAND



ENGINEERING EXCELLENCE
BOLD. CAPABLE. PRECISELY CRAFTED.



2020 HIGHLIGHTS

YEAR TO DATE THROUGH SEPTEMBER

GMC 2020 CYTD
RETAIL SHARE
UP +0.3%
VS. 2019 CYTD

DENALI OR AT4
ARE 40%
OF ALL GMC UNITS
SOLD

HIGHEST ATPs
ON RECORD
(CYTD)

WITH SEPT ATPs HITTING
RECORD HIGH

SIERRA LD & HD ARE
THE FASTEST
TURNING
TRUCKS
IN THEIR SEGMENTS

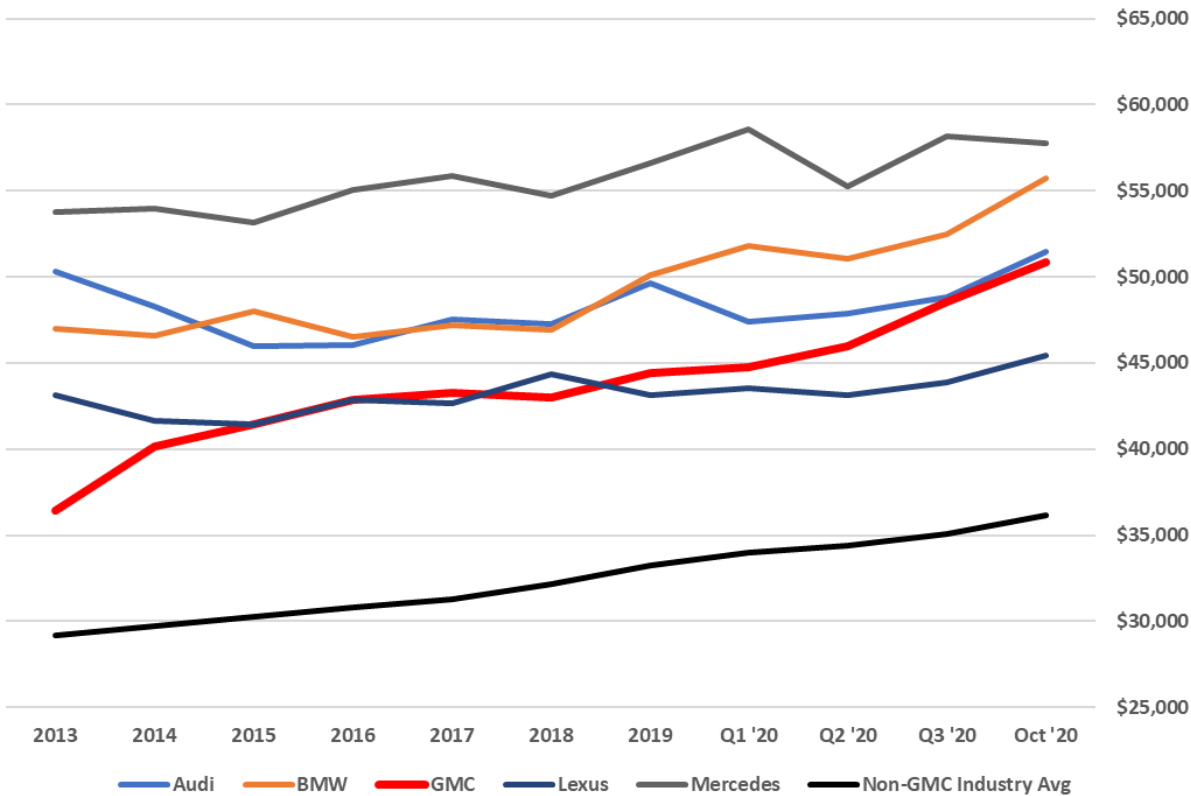
GMC ATP
33% HIGHER
THAN INDUSTRY
AVERAGE
AT \$46,562 +6.2%

NEW YUKON ATP
22% HIGHER
THAN SEGMENT AVG
AT \$74,163

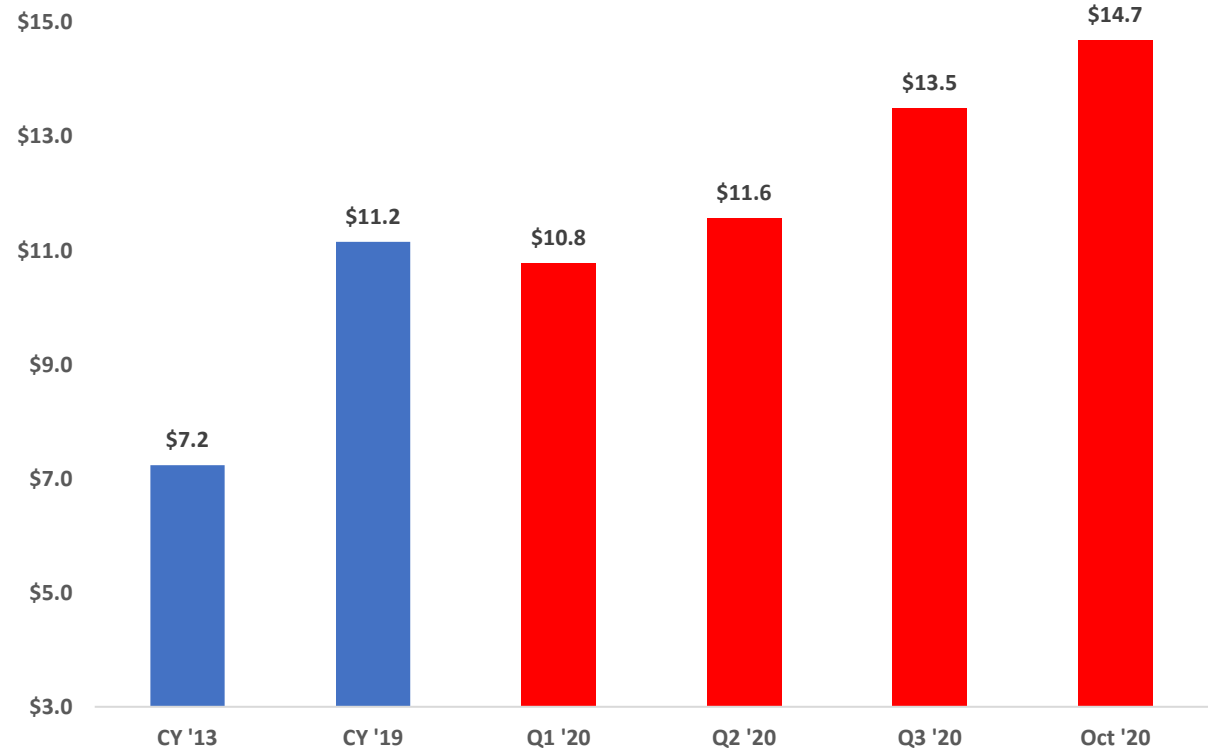


GMC ATPS INLINE WITH MAJOR LUX MAKES

Average Transaction Price



Average Transaction Price GMC o(u) Non-GMC Industry Avg (000s)



TWO STRONG SUB-BRANDS



DENALI

AT4

THE STRENGTH OF DENALI

28% GMCs SOLD ARE DENALI

**MORE THAN ONE OUT OF EVERY
FOUR GMCs SOLD IS A DENALI**

UP FROM 20% IN 2014

ATP INDUSTRY RANK

DENALI ATP

\$58,659

HIGHER THAN BMW, MERCEDES,
AUDI & JAGUAR





THE PIONEER OF PREMIUM OFF-ROAD

AT4 CONTINUES TO BE THE
FASTEST TURNING TRIM
IN GMC PORTFOLIO

AT4 IS BRINGING IN NEW CUSTOMERS
BEST CONQUESTING TRIM
FOR SIERRA HD

AT4 ATP
\$54,872
HIGHER THAN BMW, AUDI & JAGUAR

**FULL LINEUP ROLLOUT
CONTINUES**
WITH FIRST-EVER YUKON AT4
AND CANYON AT4



STRENGTH OF SIERRA



GMC

2020 SIERRA LD HIGHLIGHTS

YEAR TO DATE THROUGH SEPTEMBER

- | Highest ATP in the segment (\$48,533)
- | Fastest Growing and Turning in segment
- | Segment Share up +0.8 ppt at 11.8%





2020 SIERRA HD HIGHLIGHTS

YEAR TO DATE THROUGH SEPTEMBER

| Fastest Growing Truck in the Segment

| Highest ATP in the HD Segment at \$66K,
+\$6,836 over the HD Segment Average

| 14.1% Segment Share, +2.5ppts CYTD

| Strong Next-Gen Trim Mix
(72% Denali and AT4)



THE NEXT GENERATION 2021 GMC YUKON





2021 YUKON HIGHLIGHTS

YEAR TO DATE THROUGH SEPTEMBER

SALES

9.3K Sales MYTD **63%** of sales were Denali

ATP

YUKON	YUKON XL
\$73,547 (All) \$78,742 (Denali)	\$77,440 (All) \$82,251 (Denali)
+22% [\$13,446] vs. Segment Avg*	+19% [\$11,758] vs. 20MY*

* Yukon & XL Combined Source: NAEZQ (Sales, Days Supply) thru Final Sept; DDM (Days to Turn, Orders Taken) as of DOSP ending 9/29; PIN, Share and ATP thru Final Sept





GMC

HUMMER EV

**1.3 BILLION+
IMPRESSIONS
DELIVERED***

MOST WATCHED AUTO REVEAL EVER

370M VIEWS - 2X SUPER BOWL* | BEAT CYBERTRUCK & FORD BRONCO + F-150 + MACH-E

HIGHEST SITE TRAFFIC IN GM HISTORY

A MONTH OF GMC TRAFFIC IN 3 DAYS




SOLD OUT OF EDITION 1 IN 10 MINUTES

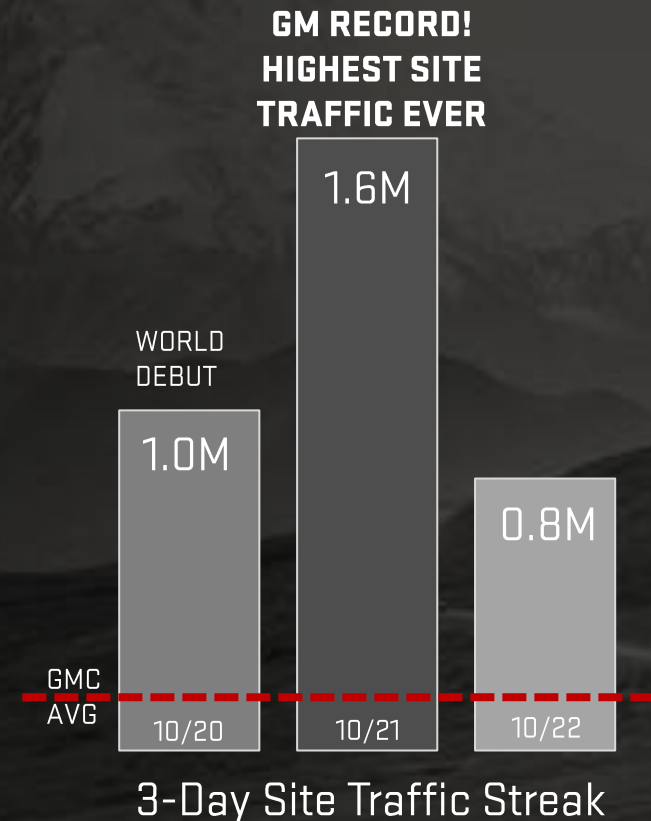
#1 Google DAILY SEARCH TREND

TOP 10 TRENDING



BEST SOCIAL PERFORMANCE IN GMC HISTORY

highest organic video views, click volume and impressions   

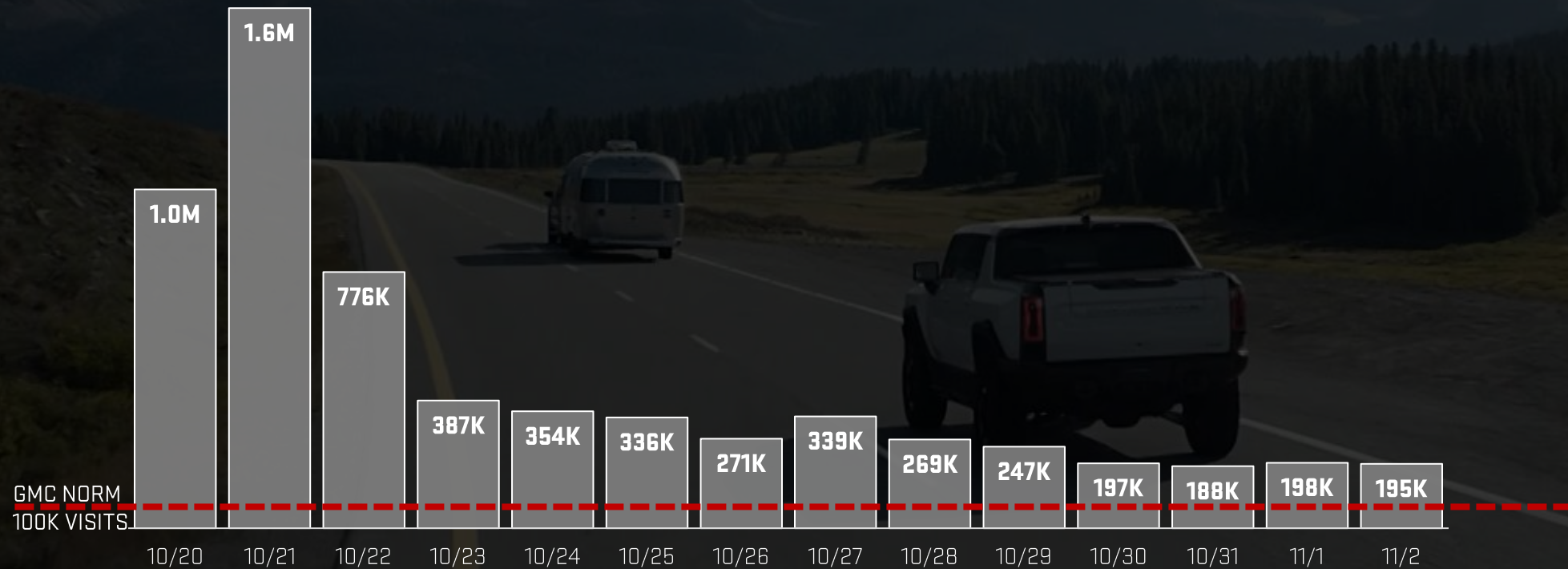


*hype and reveal metrics

DAILY SITE VISITS

SUSTAINED HIGH TRAFFIC

ABOVE GMC NORM



North America

MEDIA CAUGHT ON TO THE BUZZ

2,486 ARTICLES PUBLISHED

32.2M ESTIMATED EARNED REACH

1,682 BROADCAST STORIES SINCE 10/20

37.3M POTENTIAL VIEWERSHIP



Real Money

Jim Cramer: I Just Made a U-Turn on GM

Sometimes you've gotta hit the brakes on hating certain stocks. That's what I did after looking under the hood of General Motors.

ROAD/SHOW
BY CNBC

2022 GMC Hummer EV
b****-slaps Tesla's
Cybertruck with 1,000 HP

CNN

The Hummer is making a comeback - and this time, it's all-electric

TNW

It's as big and brash as ever, and it's everything we don't need, but I still love it

Dow Jones

28,363.66

+0.54%



GM

37.41

+4.58%



GM SHARES CLOSE AT NEW YEAR-TO-DATE HIGH FOLLOWING HUMMER EV DEBUT

CNBC



HUMMER EV CAUGHT THE WORLD'S ATTENTION

3M+ ESTIMATED
EARNED REACH

3K+ STORIES PUBLISHED
WORLDWIDE (Excluding NA)

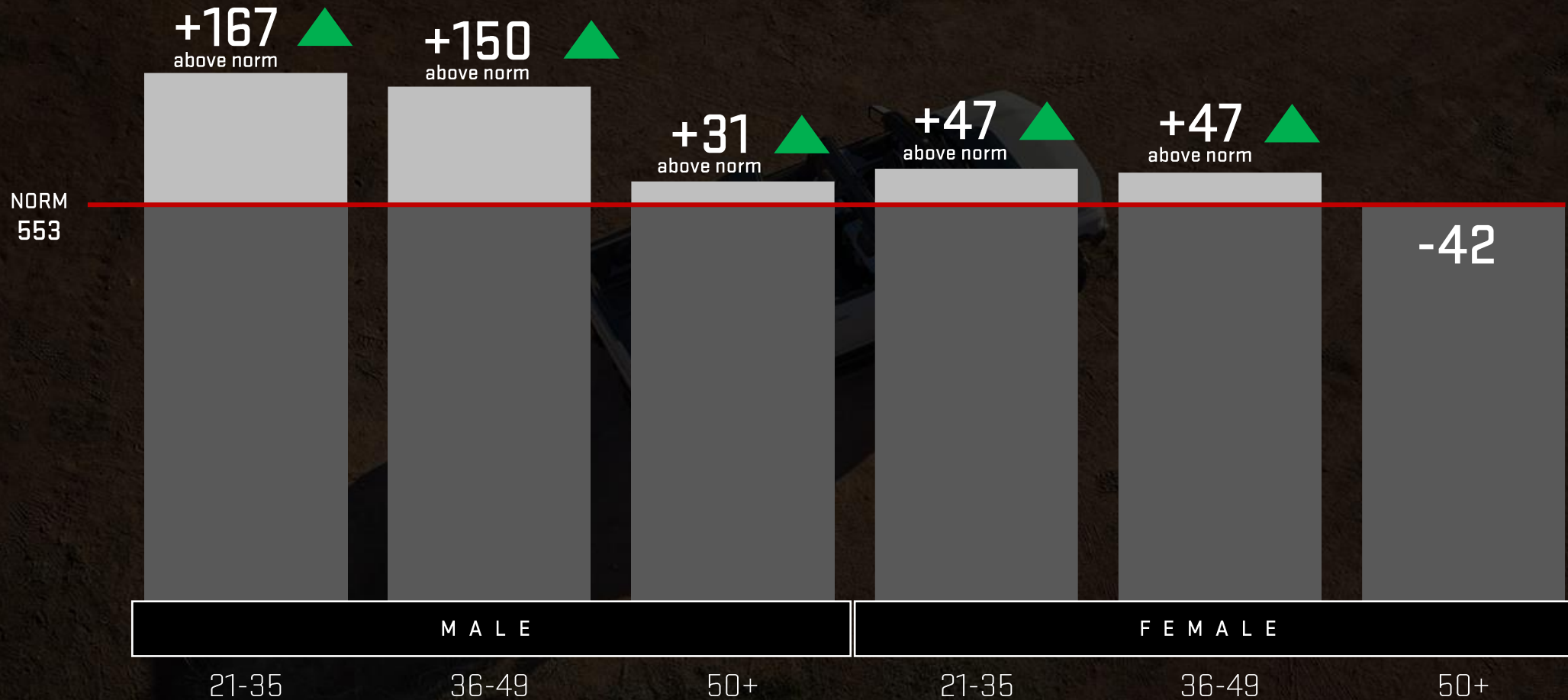
China - ~1.5K stories

GMI = ~1.5K stories

- South America - 294 media stories across countries
- Europe - 544 media stories across countries
- Russia - 55 media stories
- South Korea - 90 media stories
- Australia/ New Zealand - 9 stories
- Middle East - 262 stories
- Japan - 70 stories
- The Philippines - 6 stories

HUMMER_{EV}

CONNECTING WELL WITH ALL AUDIENCES



HUMMER EV

WHAT'S NEXT

The HUMMER EV is continuing its validation tests. Next month it will head up north to run through the team's grueling winter testing process.

We will document the journey and share updates in the coming weeks and months.

The HUMMER EV's speed to market was enabled by extensive virtual testing, which will be a hallmark of GM programs moving forward.



GMC

WE ARE PROFESSIONAL GRADE