



GM: U.S. Market Performance Report

Fourth Quarter 2023

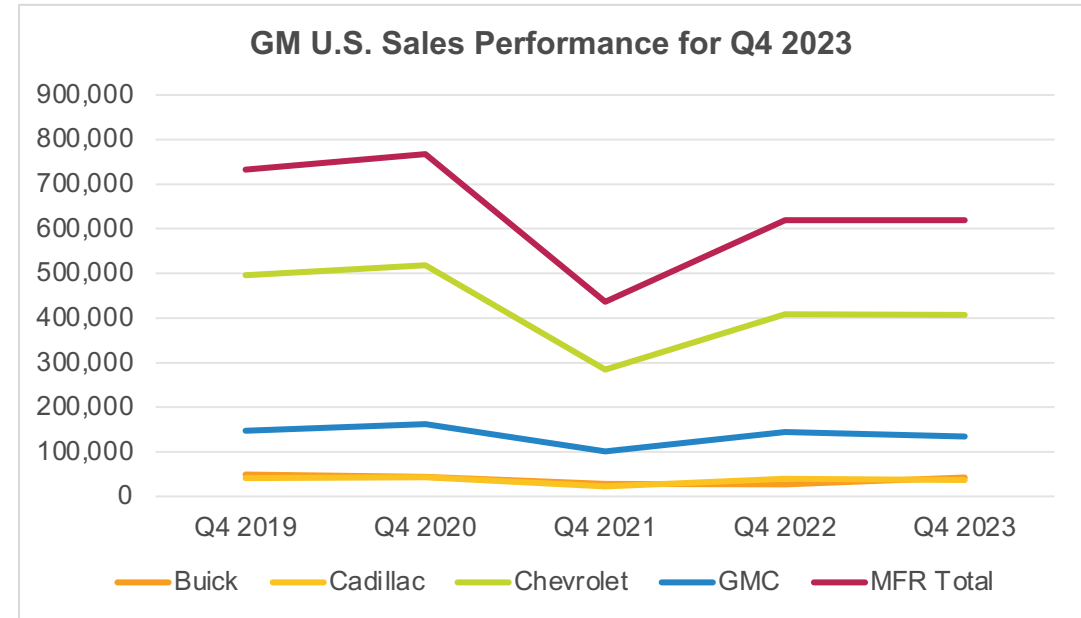


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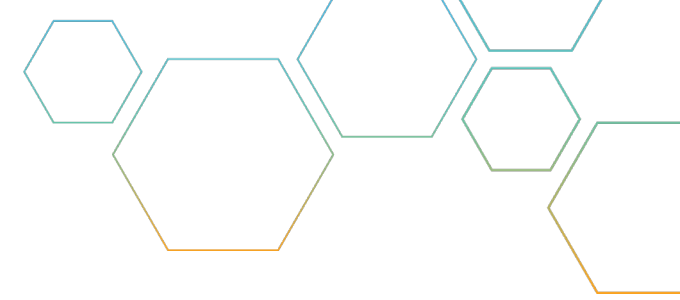
GM U.S. Sales Performance Report for Fourth Quarter 2023



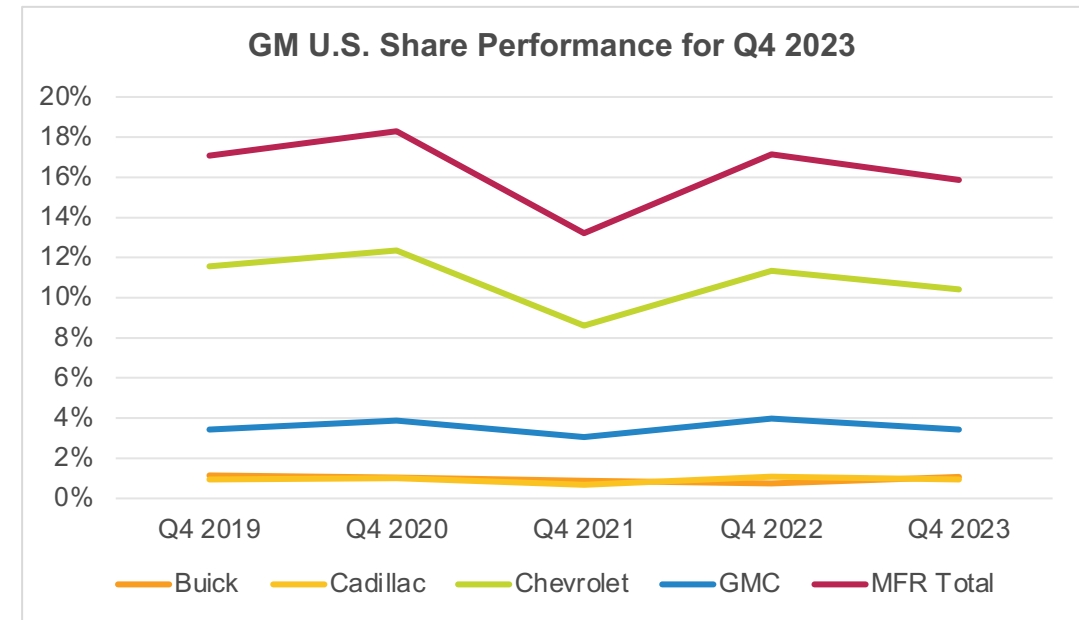
	Buick	Cadillac	Chevrolet	GMC	MFR Total
Q4 2019	49,074	40,551	496,113	146,880	732,618
Q4 2020	44,188	42,909	518,257	162,090	767,444
Q4 2021	28,789	22,385	284,265	100,919	436,358
Q4 2022	26,921	39,135	408,991	143,645	618,692
Q4 2023	42,162	36,378	406,848	134,296	619,684
YOY Change	56.6%	-7.0%	-0.5%	-6.5%	0.2%



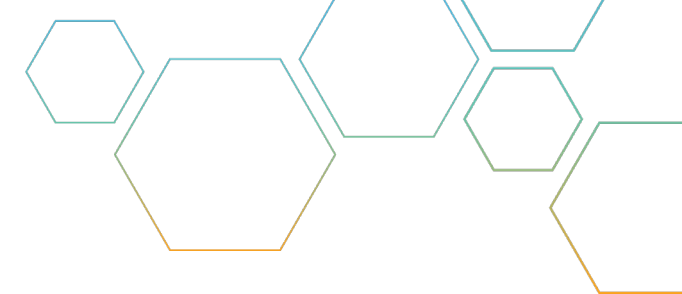
GM U.S. Share Performance Report for Fourth Quarter 2023



	Buick	Cadillac	Chevrolet	GMC	MFR Total
Q4 2019	1.1%	0.9%	11.6%	3.4%	17.1%
Q4 2020	1.1%	1.0%	12.4%	3.9%	18.3%
Q4 2021	0.9%	0.7%	8.6%	3.1%	13.2%
Q4 2022	0.7%	1.1%	11.3%	4.0%	17.1%
Q4 2023	1.1%	0.9%	10.4%	3.4%	15.9%
YOY Change	33.5%	-15.2%	-90.1%	-53.7%	-125.4%



Highlights of Buick's U.S. Sales and Prices by Model for Fourth Quarter 2023



	Q4 Sales	YOY Change
Buick Encore GX	13,755	52.0%
Buick Enclave	10,929	41.6%
Buick Envision	9,439	23.2%
Buick Envista	7,917	—
Buick Encore	122	-95.1%

	Q4 ATP	YOY Change
Buick Encore GX	\$29,865	-1.5%
Buick Enclave	\$51,975	-3.4%
Buick Envision	\$41,062	4.2%
Buick Envista	\$27,588	—
Buick Encore	\$24,981	-10.6%



Highlights of Cadillac's U.S. Sales and Prices by Model for Fourth Quarter 2023

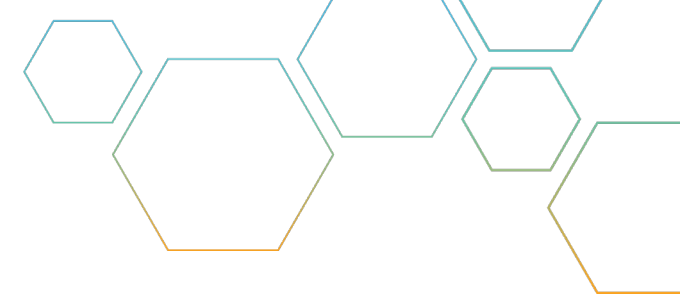


	Q4 Sales	YOY Change
Cadillac XT5	6,496	-23.1%
Cadillac Escalade	6,648	4.7%
Cadillac XT4	4,900	-28.0%
Cadillac XT6	4,955	-12.5%
Cadillac CT5	4,196	-22.2%
Cadillac Escalade ESV	3,558	-15.6%
Cadillac CT4	1,805	-17.2%
Cadillac Lyriq EV	3,820	—

	Q4 ATP	YOY Change
Cadillac XT5	\$55,480	-0.4%
Cadillac Escalade	\$113,442	2.2%
Cadillac XT4	\$46,715	2.9%
Cadillac XT6	\$60,405	-0.1%
Cadillac CT5	\$61,405	4.7%
Cadillac Escalade ESV	\$115,457	2.7%
Cadillac CT4	\$51,306	2.2%
Cadillac Lyriq EV	\$68,180	6.1%



Highlights of Chevrolet's U.S. Sales and Prices by Model for Fourth Quarter 2023

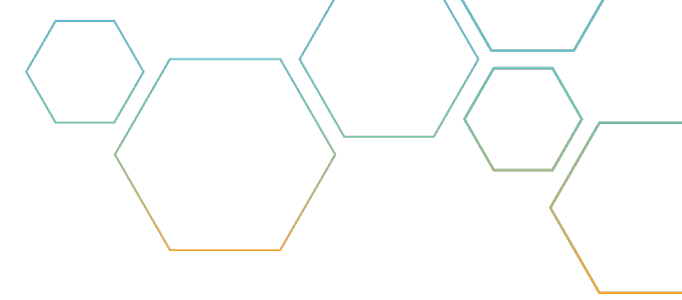


	Q4 Sales	YOY Change
Chevrolet Silverado	140,359	1.1%
Chevrolet Equinox	58,559	20.1%
Chevrolet Trax	44,127	835.9%
Chevrolet Tahoe	26,235	-15.7%
Chevrolet Traverse	22,556	-17.3%
Chevrolet Malibu	18,893	-47.0%
Chevrolet Trailblazer	18,535	-2.2%
Chevrolet Blazer	17,116	2.9%
Chevrolet Colorado	12,396	-39.8%
Chevrolet Suburban	10,144	-36.8%
Chevrolet Express	10,114	-38.2%
Chevrolet Corvette	8,915	-2.4%
Chevrolet Bolt EUV	8,762	-22.1%
Chevrolet Camaro	6,340	15.8%
Chevrolet Bolt EV	3,789	-22.1%
Chevrolet Spark	8	-99.8%

	Q4 ATP	YOY Change
Chevrolet Silverado	\$61,250	3.6%
Chevrolet Equinox	\$31,981	-0.5%
Chevrolet Trax	\$24,790	-0.3%
Chevrolet Tahoe	\$72,634	4.3%
Chevrolet Traverse	\$44,834	-1.3%
Chevrolet Malibu	\$27,766	1.8%
Chevrolet Trailblazer	\$28,594	1.3%
Chevrolet Blazer	\$44,523	0.9%
Chevrolet Colorado	\$42,773	13.8%
Chevrolet Suburban	\$76,275	4.8%
Chevrolet Express	\$54,440	18.3%
Chevrolet Corvette	\$106,032	20.9%
Chevrolet Bolt EUV	\$32,349	-6.5%
Chevrolet Camaro	\$53,030	7.3%
Chevrolet Bolt EV	\$30,675	1.1%
Chevrolet Spark	—	—



Highlights of GMC's U.S. Sales and Prices by Model for Fourth Quarter 2023



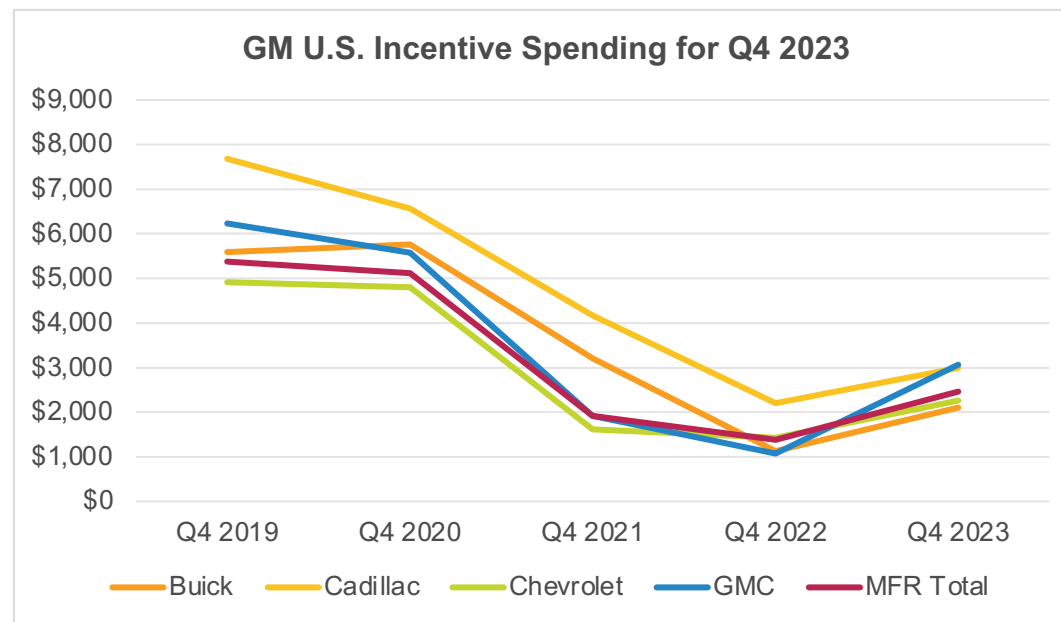
	Q4 Sales	YOY Change
GMC Sierra	79,510	9.8%
GMC Terrain	17,229	-17.8%
GMC Acadia	10,774	-22.7%
GMC Yukon	10,793	-18.8%
GMC Yukon XL	8,328	-12.0%
GMC Savana	2,527	-64.4%
GMC Canyon	3,107	-51.5%
GMC Hummer EV SUV	1,203	—

	Q4 ATP	YOY Change
GMC Sierra	\$71,629	0.5%
GMC Terrain	\$36,136	-2.2%
GMC Acadia	\$45,984	-3.3%
GMC Yukon	\$83,311	7.5%
GMC Yukon XL	\$86,877	8.1%
GMC Savana	\$50,928	22.8%
GMC Canyon	\$50,132	20.0%
GMC Hummer EV SUV	\$114,484	—

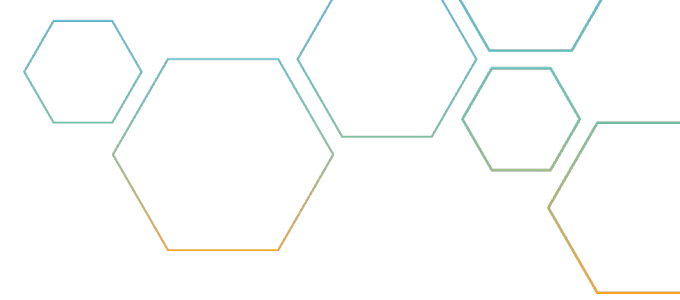


GM U.S. Incentive Spending for Fourth Quarter 2023

	Buick	Cadillac	Chevrolet	GMC	MFR Total
Q4 2019	\$5,584	\$7,681	\$4,915	\$6,232	\$5,377
Q4 2020	\$5,762	\$6,571	\$4,794	\$5,581	\$5,115
Q4 2021	\$3,207	\$4,171	\$1,610	\$1,923	\$1,919
Q4 2022	\$1,128	\$2,203	\$1,427	\$1,073	\$1,381
Q4 2023	\$2,099	\$2,999	\$2,256	\$3,059	\$2,463
YOY Change	86.1%	36.2%	58.1%	185.0%	78.4%



GM U.S. Average Transaction Price for Fourth Quarter 2023



	Buick	Cadillac	Chevrolet	GMC	MFR Total
Q4 2019	\$32,887	\$60,707	\$39,098	\$50,780	\$42,220
Q4 2020	\$34,560	\$60,017	\$41,993	\$54,731	\$45,263
Q4 2021	\$39,457	\$76,666	\$50,460	\$62,437	\$53,849
Q4 2022	\$39,421	\$69,788	\$48,668	\$62,388	\$52,787
Q4 2023	\$37,661	\$73,239	\$48,748	\$66,706	\$53,323
YOY Change	-4.5%	4.9%	0.2%	6.9%	1.0%

