

# Building momentum with the industry's broadest portfolio



U.S. First Quarter Sales  
April 1, 2026

Chevrolet Equinox: One of six Chevrolet  
and Buick models with a starting price  
of \$30,000 or less

# Q1 Highlights

## #1 in US sales

Total Q1 sales were 626,429 units

## Full-size truck leader

America's full-size SUV and full-size pickup truck leader

GM's light duty diesel pickups outsold the Ford F-150 Hybrid in 2025, and CYTD\*\*

## Affordability Leader

6 Chevrolet and Buick models starting at \$30K or below, including the Chevrolet Bolt EV, America's lowest-priced electric vehicle\*\*\*

## Customers upgrading their OnStar experience

100% attach rate for OnStar Basics package; 30% of customers are choosing to upgrade to a premium subscription package

## Super Cruise continues growth

Added about 50,000 Super Cruise customers keeping us on track to reach more than 850,000 paid subscribers by the end of 2026

## #2 in U.S. EV sales

Delivered 25,900 EVs, up slightly from Q4 2025

\*All comparisons are YOY unless indicated

\*\*CYTD through the end of February

\*\*\*Starting price (MSRP + DFC)

## Key Data Points

### First Quarter 2026

- Year-over-year comparisons are skewed by the exceptionally high March 2025 SAAR of 18.4M units – the highest since April 2021 – and severe winter weather in early 2026
- GM’s sales increased steadily during the quarter with March volume up almost 18% over February
- The EV market is showing expected early signs of stabilizing around 5–6% of industry sales
- GM incentives have been lower than the industry average for 12 consecutive quarters and are currently about 25% below the industry average
- GM ended Q1 with an inventory of 516,287 vehicles essentially flat with Q4 2025
- New vehicle affordability as a share of household income continued to improve and is now at its best level since December 2022
- Customer shopping behavior has been consistent

\*All comparisons are YOY unless indicated  
¹ GM estimate

“We saw showroom traffic and sales steadily improve during the quarter and March was a much stronger month. We are well positioned for the future because of our operating discipline and the compelling value we offer, from affordable SUVs to premium vehicles and trucks.”

#### **DUNCAN ALDRED**

GM SENIOR VICE PRESIDENT AND PRESIDENT,  
NORTH AMERICA



## Best Q1 retail share ever

- Best-ever Q1 Canyon sales, up 21%
- Terrain sales up more than 35% - March marked nine months of consecutive year-over-year growth
- Yukon XL named “Best Large SUV for Families” by U.S. News & World Report
- Acadia named “Best Three-Row Midsize SUV for Families” by U.S. News & World Report





# Pickup truck sales drive quarter

- Traverse Q1 sales up 34%
- Best-ever Q1 retail share for Trax
- Bolt EV sales gaining momentum with first month of deliveries, contributing to Chevrolet total EV sales of about 13,400
- Silverado Light Duty sales up almost 8%
- Equinox won S&P Global Mobility's "Overall Model Loyalty" for second consecutive year



Chevrolet Traverse



# Industry leader in vehicle dependability for second consecutive year

- Best Q1 retail share for Envista
- Buick ranked No. 1 in the J.D. Power U.S. Vehicle Dependability Study (Mass Market Category) and was one of the top-ranked brands in the J.D. Power 2026 U.S. Customer Service Index study
- Announced in January next-generation of Buick gas-powered SUV to be built at Fairfax Assembly and Stamping in Kansas City, Kansas - alongside Chevrolet Equinox



Buick Enclave

\*All comparisons are YOY unless indicated



# Cadillac gains ground in luxury EV market

- EV sales up 20%, topping 9,500 vehicles sold
- Best-ever Q1 for Cadillac V-Series
- Cadillac CT4 sales up 27%
- Escalade continues to lead the large luxury segment in both the gasoline and EV segments
- Fast Company ranked Cadillac among its “Most Innovative Companies” for 2026 for expanding its luxury legacy into electrification and generating new consumer enthusiasm through its entry into Formula 1®



# No. 1 in total fleet sales driven by commercial and government customers

- Best Q1 fleet sales since 2020
- Fleet sales rose 8% driven by strong commercial demand for pickups and vans, with growing interest in the Silverado EV Work Truck
- Expanding MobileService+ Program to strengthening our connection to fleet customers by providing expert dealership service at their work sites



Chevrolet Silverado

# Well-positioned in EVs as the market resets

- GM is well-positioned for the next phase of EV growth, which will be driven by product appeal and continued expansion of the public charging infrastructure
- The Chevrolet Equinox EV and Blazer EV, and the Cadillac LYRIQ and OPTIQ, were ranked among the best electric SUVs by MotorTrend, and the Chevrolet Silverado EV and GMC Sierra EV, were ranked among the best electric pickups
- A recent J.D. Power study shows EV-owner satisfaction at its highest level since 2021, with 96% of new owners saying they would consider purchasing or leasing another EV for their next vehicle
- It is getting easier to own an EV as the charging infrastructure continues to grow. GM drivers now have access to more than 245,000 public chargers across North America
- GM's partnership with Pilot Company and EVgo has resulted in the installation of more than 1,000 DC fast-charging stalls across 40 states
- IONNA – the fast-charging network backed by GM and seven other automakers – celebrated the opening of its 100<sup>th</sup> station in March, which includes 14 stations on the I-70 corridor between Washington, D.C. and Denver





## Fastest growing certified used vehicle platform in the industry

- Expansion underway to become GM's sole used vehicle certification program for Chevrolet, Buick, and GMC dealers
- More than 1,500+ GM dealers enrolled in all 50 states
- Customers have access to certified GM and non-GM makes and models, and a nationwide service network of more than 4,000 dealers
- Q1 2026 was the best quarter of sales ever with almost 40,000 vehicles sold
- 45% of CarBravo customers are new to GM and 35% of CarBravo customers migrated to new car sales



# 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 in response to increased competition and changing consumer needs and preferences; (2) our ability to attract and retain talented and highly skilled employees; (3) our ability to timely fund and introduce new and improved vehicle models, including EVs, that are able to attract a sufficient number of consumers; (4) our ability to profitably deliver a strategic portfolio of EVs; (5) adoptions of EVs by consumers; (6) the success of our current line of ICE vehicles, particularly our full-size SUVs and full-size pickup trucks; (7) our highly competitive industry, which has been historically characterized by excess manufacturing capacity and the use of incentives, and the introduction of new and improved vehicle models by our competitors; (8) the unique technological, operational, regulatory and competitive risks related to our refocused AV strategy on personal vehicles; (9) risks associated with climate change, including increased regulation of GHG emissions, our transition to EVs and the potential increased impacts of severe weather events; (10) global automobile market sales volume, which can be volatile; (11) inflationary pressures and persistently high prices and uncertain availability of raw materials and commodities used by us and our suppliers, and instability in logistics and related costs; (12) our business in China, which is subject to unique operational, competitive, regulatory and economic risks; (13) the success of our ongoing strategic business relationships, particularly with respect to facilitating access to raw materials necessary for the production of EVs, and of our joint ventures, which we cannot operate solely for our benefit and over which we may have limited control; (14) the international scale and footprint of our operations, which expose us to a variety of unique political, economic, competitive and regulatory risks, including the risk of changes in government leadership and laws (including labor, trade, tax and other laws), political uncertainty or instability and economic tensions between governments and changes in international trade policies, new barriers to entry and changes to or withdrawals from free trade agreements, introduction of new tariffs directly and indirectly applicable to our industry, changes in foreign exchange rates and interest rates, economic downturns in the countries in which we operate, differing local product preferences and product requirements, changes to and compliance with U.S. and foreign countries' export controls and economic sanctions, differing labor regulations, requirements and union relationships, differing dealer and franchise regulations and relationships, difficulties in obtaining financing in foreign countries, and public health crises, including the occurrence of a contagious disease or illness; (15) any significant disruption, including any work stoppages, at any of our manufacturing facilities; (16) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (17) pandemics, epidemics, disease outbreaks and other public health crises; (18) 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; (19) our ability to manage risks related to security breaches, cyberattacks and other disruptions to our information technology systems and networked products, including connected vehicles; (20) our ability to manage security breaches and other disruptions to our in-vehicle systems; (21) our ability to comply with increasingly complex, restrictive and punitive regulations relating to our enterprise data practices, including the collection, use, sharing and security of the personal information of our customers, employees or suppliers; (22) our ability to comply with extensive laws, regulations and policies applicable to our industry, operations and products, including those in the One Big Beautiful Bill Act and/or relating to fuel economy, emissions and AVs; (23) costs and risks associated with litigation and government investigations; (24) the costs and effect on our reputation of product safety recalls and alleged defects in products and services; (25) any additional tax expense or exposure or failure to fully realize available tax incentives; (26) our continued ability to develop captive financing capability through GM Financial; and (27) 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.

Additional information: 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. In addition, certain figures included in the charts and tables in this presentation may not sum due to rounding. All comparisons are year-over-year, unless otherwise noted. 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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