
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, DC 20549-1004

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) September 14, 2011

GENERAL MOTORS COMPANY

(Exact Name of Registrant as Specified in its Charter)

001-34960
(Commission
File Number)

DELAWARE
(State or other jurisdiction of
incorporation)

27-0756180
(I.R.S. Employer
Identification No.)

300 Renaissance Center, Detroit, Michigan
(Address of Principal Executive Offices)

48265-3000
(Zip Code)

(313) 556-5000
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17-CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Presentation Webcast Charts Dated September 14, 2011

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ITEM 8.01 Other Events

On September 14, 2011, Mr. Nick Reilly, President GM Europe, conducted a webcast presentation hosted by UBS to provide an update on General Motors Company European financial and operating strategy. The presentation related thereto is attached as Exhibit 99.1.

EXHIBITS

<u>Exhibit</u>	<u>Description</u>	<u>Method of Filing</u>
Exhibit 99.1	Presentation Charts Dated September 14, 2011	Attached as Exhibit

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

GENERAL MOTORS COMPANY
(Registrant)

Date: September 20, 2011

By: /s/ Nick S. Cyprus
Nick S. Cyprus
Vice President, Controller and Chief Accounting Officer



DESIGN, BUILD and SELL

THE WORLD'S BEST VEHICLES



4 SELL THE WORLD'S BEST VEHICLES



Nick Reilly

President, General Motors Europe

General Motors Europe

Forward Looking Statements

In this presentation and in related comments by our management, our use of the words "expect," "anticipate," "possible," "potential," "target," "believe," "commit," "intend," "continue," "may," "would," "could," "should," "project," "projected," "positioned" or similar expressions is intended to identify forward looking statements that represent our current judgment about possible future events. We believe these judgments are reasonable, but these statements are not guarantees of any events or financial results, and our actual results may differ materially due to a variety of important factors. Among other items, such factors might include: our ability to realize production efficiencies and to achieve reductions in costs as a result of our restructuring initiatives and labor modifications; our ability to maintain quality control over our vehicles and avoid material vehicle recalls; our suppliers' ability to deliver parts, systems and components at such times to allow us to meet production schedules; our ability to maintain adequate liquidity and financing sources and an appropriate level of debt, including as required to fund our planned significant investment in new technology; our ability to realize successful vehicle applications of new technology; and our ability to continue to attract new customers, particularly for our new products.

GM's most recent annual report on Form 10-K and quarterly reports on Form 10-Q provides information about these and other factors, which we may revise or supplement in future reports to the SEC.

The GM logo, consisting of the letters "GM" in a white, bold, sans-serif font, positioned above a horizontal white bar, all contained within a dark blue square.

Comments: In words: this presentation "expect" and in related "anticipate" comments by our management, "possible," our uses of the "intend," "continue," "may," "would,"

General Motors Europe

- GM represented in Europe with 2 main brands
 - Opel / Vauxhall (UK) over 100 years
 - Chevrolet Europe also 100 years – even more active in Europe since 2005
- European market is split
 - Western Europe → Mature, sophisticated, with slow growth potential
 - Central/Eastern Europe → Emerging, good growth potential, price sensitive
- Overcapacity in Europe, most volume OEMs are marginally profitable in Europe
- Market trends
 - Urbanization
 - Aging customer base
 - CO2 reduction
 - Electrification and Alternative Propulsion
- Tough regulatory environment & difficult environmental targets

The GM logo is a blue square with the letters "GM" in white, positioned in the bottom right corner of the slide.

Opel Automobiles: Tradition and Innovation



1899 Opel Patent-Motorcar System Lutzmann



1928 Opel RAK 2



1935 Opel Olympia

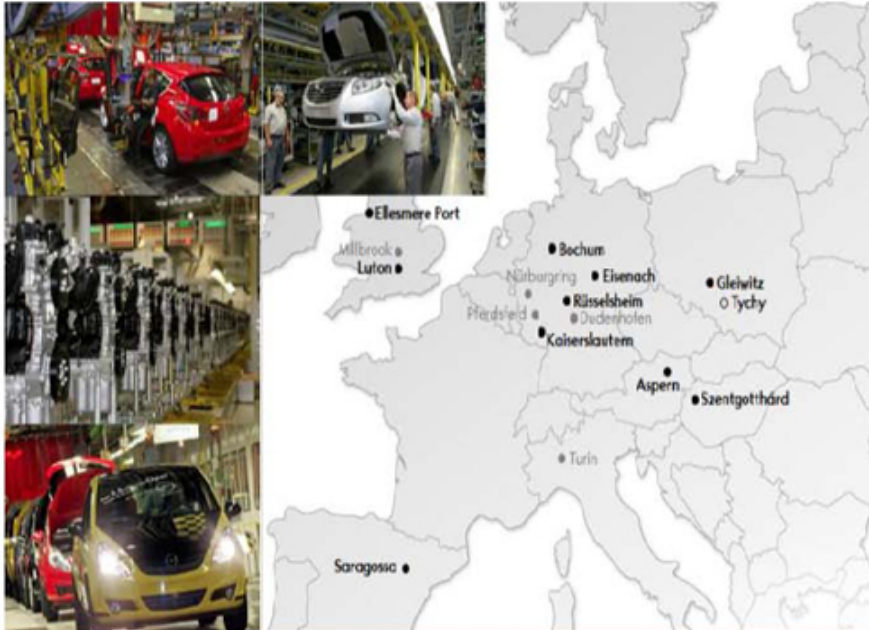


1924 Opel Laubfrosch











Opel / Vauxhall in Europe

- Headquartered in Rüsselsheim, Germany
- 41,000 employees in Europe



www.opel.com Headquartered in Rüsselsheim, Germany • 41,000 employees in Europe

The Brand Opel

German Engineering	Passion for Innovations	Affordable Dream Cars	Sustainable Mobility
			
			



German Engineering Passion for Innovations Affordable Dream Cars Sustainable Mobility

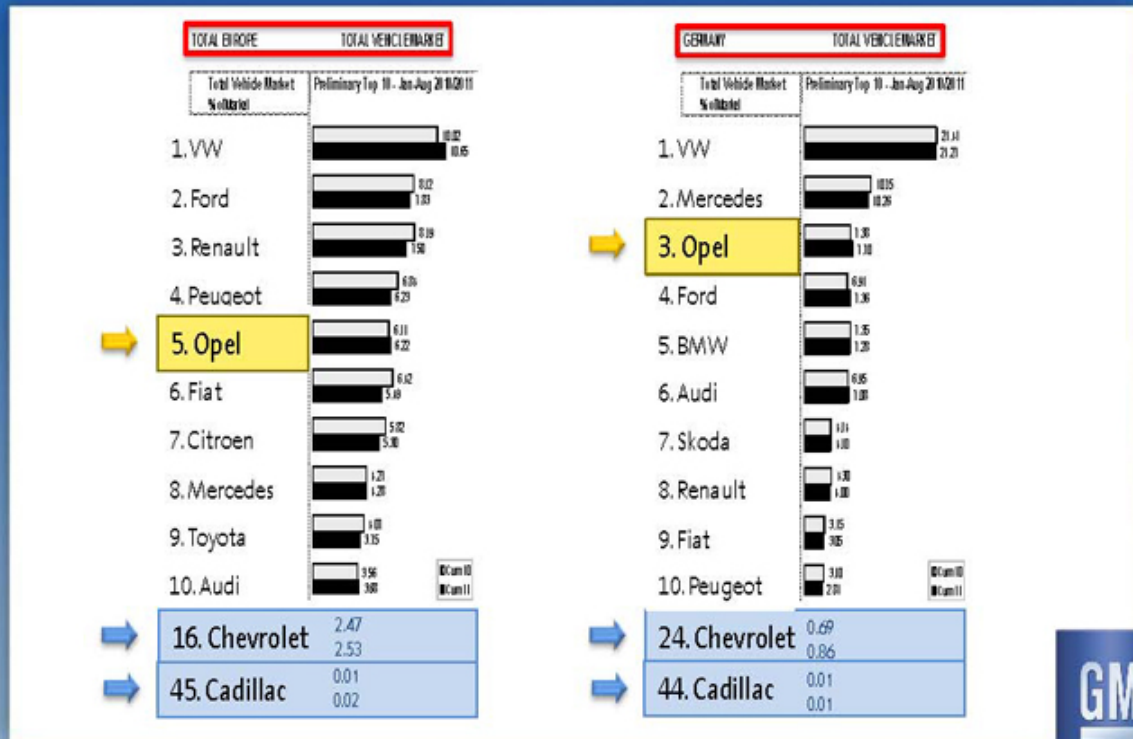
Opel / Vauxhall Award-Winning Products



- Over 40 prizes for Insignia
- Over 25 prizes for Astra
- Over 10 prizes for Ampera
- Over 20 prizes for Meriva

GM

GM Europe Sales Jan – Aug 2011



Aug 2011; TOTAL EUROPE; TOTAL VEHICLE MARKET; Preliminary Top 10 - Jan-Aug 2010/2011; % of Market; 1. VW; Cum. 10; Cum. 16; Mass



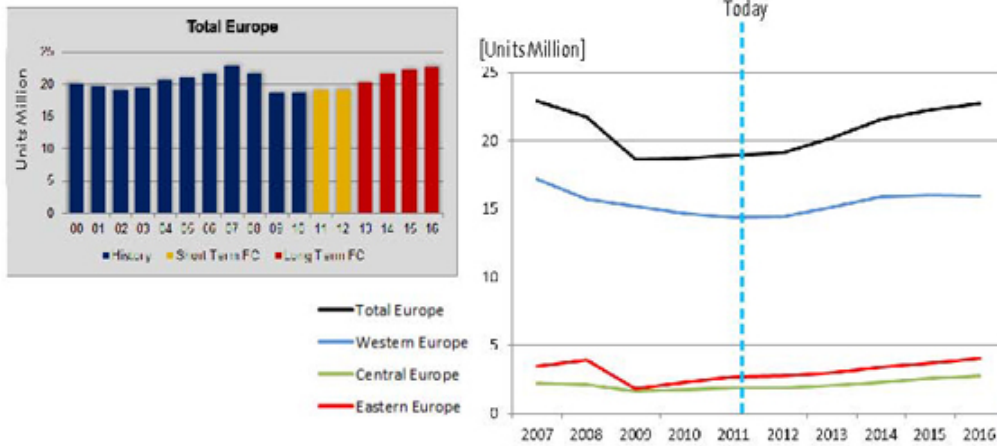
Opel / Vauxhall Corporate Status

- Serious financial state in 2009 at same time as GM filed bankruptcy in US
- GM decision to maintain Opel / Vauxhall
- Regeneration through major restructuring plan designed to:
 - Reduce capacity / headcount by ~20%
 - Increase productivity
 - Contribution of Euro 265 M /annum by workforce
 - Significantly reduce breakeven
 - Restructuring financed by parent company
- Product launch attack: Euro 11 B for over 30 new models through 2014

The GM logo, consisting of the letters "GM" in a white, bold, sans-serif font, centered within a dark blue square. A thin white horizontal line is positioned below the letters.

European Industry Growth Projection

- Not expected that peak volume, before crisis, will be reached again within FC period
- Slow recuperation of Western European industry
- Faster decline during crisis but faster recuperation and growth in Central and Western Europe after crisis



Source: Global Insight





Opel / Vauxhall Market Share & Financials

- YTD Aug 2011 we are up on volume in 15 markets and up on market share in 20 markets out of 27 markets vs YTD Aug 2010
 - Opel / Vauxhall YTD August market share is 6.22% (+0.11 pp vs. YTD August 2010)
 - Opel / Vauxhall among top 3 winners in European market
- 2nd Quarter 2011
 - Profit of \$102 M USD (EBIT) (restructuring cost included)
- Target for 2011
 - EBIT-Adj breakeven (without considering restructuring cost)
- Original required funding by GM of \$4.4 B USD
 - Substantially lower funding utilized

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Restructuring Status

<u>Action</u>	<u>Progress</u>
• Antwerp plant closure	
• Restructuring of Bochum plant	All activities in plan / Nearly completed
• F13 being replaced by F17 transmissions built at Aspern	All activities in plan
• Run out of L850 engine at Kaiserslautern	
• Headcount restructuring and structural cost improvement 2011- 2014 as planned	All activities in plan



Action Progress • Antwerp plant closure • Restructuring of Bochum plant All activities in plan Nearly completed • F13 being replaced by F17 transmissions built at Aspern

Opel / Vauxhall Media Reputation



Source: Prime Research, E.A.Z. Institut

Reputation Opel / Vauxhall in Europe | Corporate vs. Product Coverage



Opel / Vauxhall Media Reputation



Source: Prime Research, E.A.Z. Institut

Reputation Trend | Opel in Germany



Opel / Vauxhall Product Launches

Zafira Tourer



Astra GTC



Combo



Ampera



Mobility for the Future: Opel Ampera



- E-Car with range extender
- 40 to 80 km electric driving
- Onboard-electricity generator
- Total range > 500 km

GM

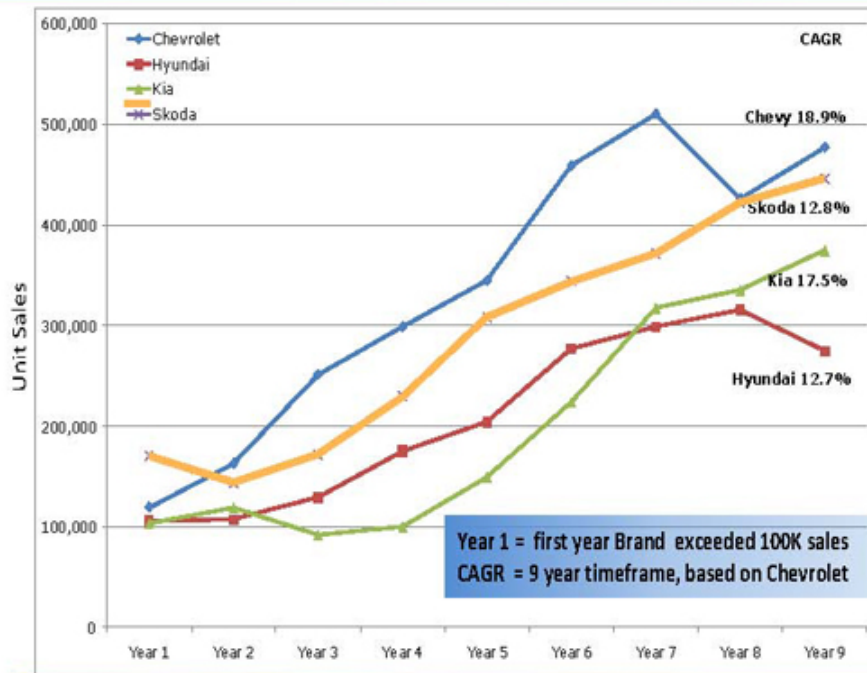
Opel Ampera • E-Car with range extender • 40 to 80 km electric driving • Onboard-electricity generator • Total range > 500 km

Chevrolet Status

- Fast growing brand
- European “Total Vehicle” market share YTD 2011 at 2.53%
- YTD 2011 volume growth in 24 markets & increase market share in 17 markets
- 2010 World Touring Car Championship with Cruze
- 7 new model launches in 2011
Orlando, Aveo 4, Aveo 5dr, Cruze HB, Camaro Coupé/Convertible, Volt
- Soon to be launched *Malibu*

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Chevrolet Growth in Europe



Year 1 = first year Brand exceeded 100K sales
CAGR = 9 year timeframe, based on Chevrolet

Faster growth than any competitor



Chevrolet Product Launches

ORLANDO



AVEO HB / NB



CAPTIVA



GM

Chevrolet Product Launches

CRUZE HB5



VOLT



CAMARO



MALIBU



GM

GM European Brands



Passion meets Practicality

CHEVROLET



- ❖ *Expressive Design*
 - ❖ *American heritage*
 - ❖ *More than expected value for money*
 - ❖ *Purposeful features*
 - ❖ *Dependable performance*
- "Make it happen!"*

German
Engineering

Passion for
Innovations

Affordable
Dream Cars

Sustainable
Mobility



Wir leben Autos.

Wir leben Autos.

GM



DESIGN, BUILD and SELL

THE WORLD'S BEST VEHICLES



4 SELL THE WORLD'S BEST VEHICLES