

# Power play: Records for GMC, Crossovers, and EVs



U.S. Third Quarter Sales  
October 1, 2025

“No one is in a stronger position for a changing U.S. market than GM. We have the best lineup of ICE and EV vehicles we’ve ever had, and our brands have grown market share with consistently strong pricing, low incentives and inventory.”

**DUNCAN ALDRED**

GM SENIOR VICE PRESIDENT AND PRESIDENT,  
NORTH AMERICA

Operating highlights

Third quarter:

- GM was #1 in total sales with 710,347 deliveries; Up 8%
- Best market share since 2017<sup>1</sup>
- Industry SAAR estimate: 16.7 million to 16.9 million
- GM remains disciplined on pricing and inventory:
  - Incentives as % of ATP CYTD was 4.2% compared with the industry average of 6.5%
  - Total dealer inventory was 527,063; Down 16%; On track to meet calendar year-end target of 50 to 60 days

Calendar year to date:

- GM was #1 in total sales with 2.2 million deliveries; Up 10%
- Market share was 17.2%; Best since 2015<sup>1</sup>
- Scored the highest loyalty rating for any multi-brand auto manufacturer for the first half of 2025 by S&P Global Mobility
- CFO Paul Jacobson shared his insights into structural improvements leading to consistently strong results at the JP Morgan US All Stars Conference in September. Click [here](#) to access the presentation.

\*All comparisons are YOY unless indicated

<sup>1</sup>GM estimate

# Power play: ICE vehicles capture market share

- Increased ICE market share CYTD to 17.4%; Up 0.5%<sup>1</sup>
- On pace to lead the industry in full-size SUV sales for the 51st straight year
- On track to lead the industry in full-size pickups for the 6th straight year
- Record Q3 sales of crossovers; Up 16%
- Sustaining momentum by adding production of Cadillac Escalade and full-size pickup trucks to Orion Assembly, Michigan; Chevrolet Equinox to Fairfax Assembly, Kansas City, Kansas and Chevrolet Blazer to Spring Hill, Tennessee



Chevrolet Silverado

\*All comparisons are YOY unless indicated

<sup>1</sup>GM estimate

General Motors

# Power play: Record EV sales

- Q3 EV total sales: 66,501, up 107%
- CYTD EV total sales: 144,668, up 105%

## Milestones

- GM leads the industry in EV market share growth CYTD, with the lowest incentives of any major OEM
- Chevrolet is the industry's #2 EV brand, and Equinox EV is the best-selling non-Tesla EV
- Cadillac has gained more share of the luxury EV market than any brand in 2025
- GMC EV sales have more than doubled CYTD
- Significantly reduced inventory during the quarter



Chevrolet Equinox EV



## Power play: GMC on pace for best year ever

- Best-ever CYTD sales
- Best-ever CYTD sales for Sierra
- Best-ever quarter and CYTD sales for GMC EVs
- Best-ever CYTD Canyon sales since 2005
- Best-ever CYTD Denali sales
- Best CYTD Yukon/XL sales since 2007
- Best Q3 for Terrain since 2019; Up 36%



GMC Sierra

\*All comparisons are YOY unless indicated



## Power play: Heading towards best sales year since 2019



Buick Enclave

- Fastest growing mainstream brand CYTD<sup>1</sup>
- Lowest mainstream incentive spend in the industry
- Highest conquest ever – 74% of Buick’s sales came from outside of the brand
- Best CYTD sales for Avenir
- Best Q3 market share ever for Envista; Second-best sales quarter ever
- Nine consecutive months of sales gains on Enclave

\*All comparisons are YOY unless indicated



## Power play: SUV lineup soars to new record

- Best Q3 sales for Equinox since 2019; Up 99% in Q3
- Best Q3 sales for Traverse since 2019; Up 37% in Q3 and 48% CYTD
- Best CYTD sales for Silverado since 2018, with HD models up 17% in Q3
- Tahoe (up 19% CYTD) and Suburban (up 39% CYTD) continue to dominate the full-size SUV segment<sup>1</sup>
- Trax #1 seller in the small SUV segment
- Equinox EV sales up 157%, topping 25,000 in Q3



Chevrolet Equinox

\*All comparisons are YOY unless indicated

<sup>1</sup>GM estimate

General Motors



## Power play: Best sales in more than a decade



Cadillac OPTIQ

- Best Q3 and CYTD sales since 2013, up 25% in Q3 and 19% CYTD
- Thirteen consecutive quarters of YOY growth, and best luxury market retail share since 2014
- No. 1 brand in the luxury EV market in Q3
- Cadillac now has three of the 10 best-selling EVs in the luxury segment CYTD: LYRIQ (#2), OPTIQ (#5), and VISTIQ (#6)
- Incentive spending is one of the lowest among luxury brands
- Best-ever CYTD sales for the V-Series high-performance vehicle lineup

\*All comparisons are YOY unless indicated  
†GM estimate

# Power play: GM Enclave posts strong Q3 sales



Chevrolet Silverado

- Q3 sales up 20%
- Demand is strong across industries and geographies for GM's vehicles and OnStar Services which recorded a 47% increase in paid subscriptions CYTD
- Brand loyalty: Nearly half of Enclave customers have been Enclave customers for more than five years
- GM Enclave CYTD sales of full-size pickups are up 23%; crossovers up 66%, vans up 35%

\*All comparisons are YOY unless indicated

# 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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