



ALAN BATEY

Executive Vice President and
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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,” “outlook” 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 may 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 ability to maintain adequate financing sources, including as required to fund our planned significant investment in new technology; our ability to successfully integrate Ally Financial’s International Operations; the ability of our suppliers to timely deliver parts, components and systems; our ability to realize successful vehicle applications of new technology; overall strength and stability of our markets, particularly Europe; our ability to remain competitive in Korea 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 provide information about these and other factors, which we may revise or supplement in future reports to the SEC.

WHAT I WOULD LIKE TO SHARE WITH YOU TODAY...

- Snap shot of Pickup Industry
- GM's Three Truck Strategy
 - Light Duty Pickups
 - Heavy Duty Pickups
 - Mid Pickups
- Quick look at Large Utes
- Q&A

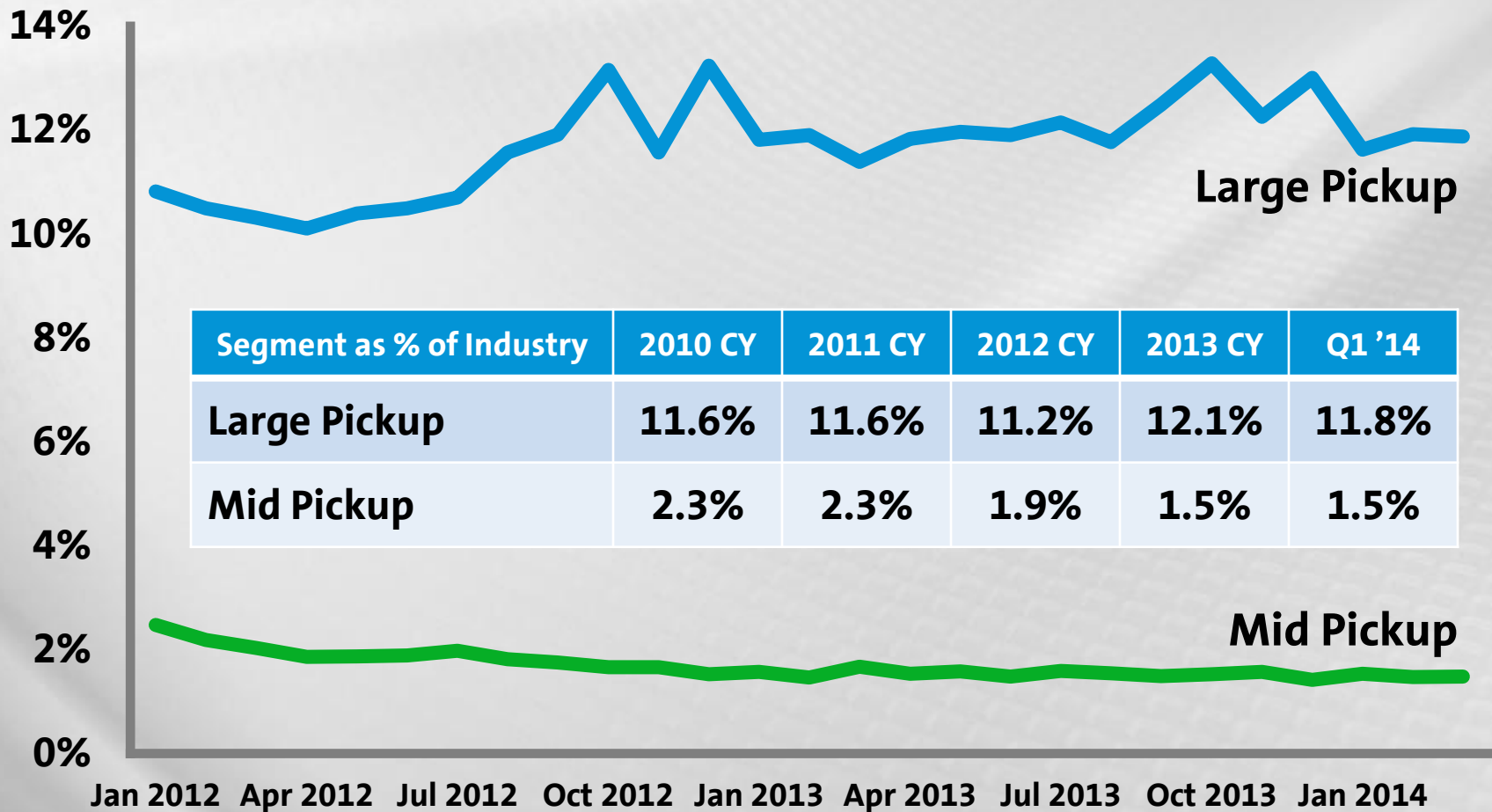
INDUSTRY PICKUP VOLUMES

Industry Volumes	Calendar Year				First Quarter		
	2010 CY	2011 CY	2012 CY	2013 CY	Q1 '14	Q1 '13	% Chg.
Large Pickup	1.4M	1.5M	1.7M	1.9M	451K	439K	3%
Mid Pickup	265K	298K	278K	245K	57K	59K	-4%
Industry	11.8M	13.0M	14.8M	15.9M	3,814K	3,757K	2%



Chevrolet Silverado

PICK-UPS AS A PERCENT OF INDUSTRY VOLUME



GM's 3-Truck *Strategy*

GM'S 3-TRUCK STRATEGY

	Nissan	Toyota	GM	Ford	Ram
Heavy Duty			Silverado HD Sierra HD	Super Duty	Ram HD
Light Duty	Titan	Tundra	Silverado Sierra	F-150	Ram
Mid	Frontier	Tacoma	Colorado Canyon		

No other manufacturer gives customers so many choices enabling them to buy exactly the right truck for their needs

GM'S 3-TRUCK STRATEGY TIMING

Invest in products that provide clear benefits
to truck customers and growth opportunities to GM

Q4 '13

Q1 '14

Q2 '14

Q3 '14

Q4 '14



Light Duty

Stronger, Smarter, More Capable



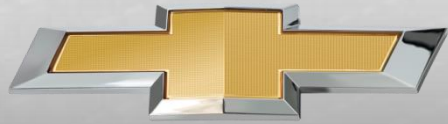
Heavy Duty

Trusted Work Tool



Mid Pickup

Redefine Midsize Pickup



CHEVROLET TRUCKS



Heart-of-the-Market
Silverado = Longest-Lasting, Most Dependable

GMC TRUCKS



***A Professional Grade Truck
for Every Job and Lifestyle***

GM LIGHT DUTY PICK-UPS



Sierra



Silverado

“Most awarded truck of 2013”

(more than 15 awards)



SILVERADO / SIERRA LIGHT DUTY

Work Strong

ULTRA-HIGH-STRENGTH STEEL

- Confident feel and ride
- Improved Durability
- 5-star safety ratings

PROVEN ECOTEC3 ENGINES

Optimize Fuel Efficiency & Power

- 4.3K V6
- 5.3L V8 (*better FE than F150*)
- 6.2L V8

Work Smart

INNOVATIVE CARGO BOX

- Corner-step rear bumper
- EZ lift & lower tailgate
- 2-tier loading, upper tie-down hooks
- Under rail lamps make it easier to see, organize and secure cargo

Work Capable

- Quiet ride, triple door seals
- Improved Z71 off-road performance with auto-locking rear differential

BEST COVERAGE

- 5 Years/100K Miles Powertrain Warranty
- 2 Years/24,000 maintenance

Silverado



SILVERADO “STRONGER”



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SIERRA “SUBMARINE”



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OPPORTUNITY AT THE UPPER END OF THE SEGMENT



Sierra Denali



Silverado High Country

DENALI



SILVERADO & SIERRA RETAIL SHARE OF LIGHT DUTY LARGE PICKUP SEGMENT

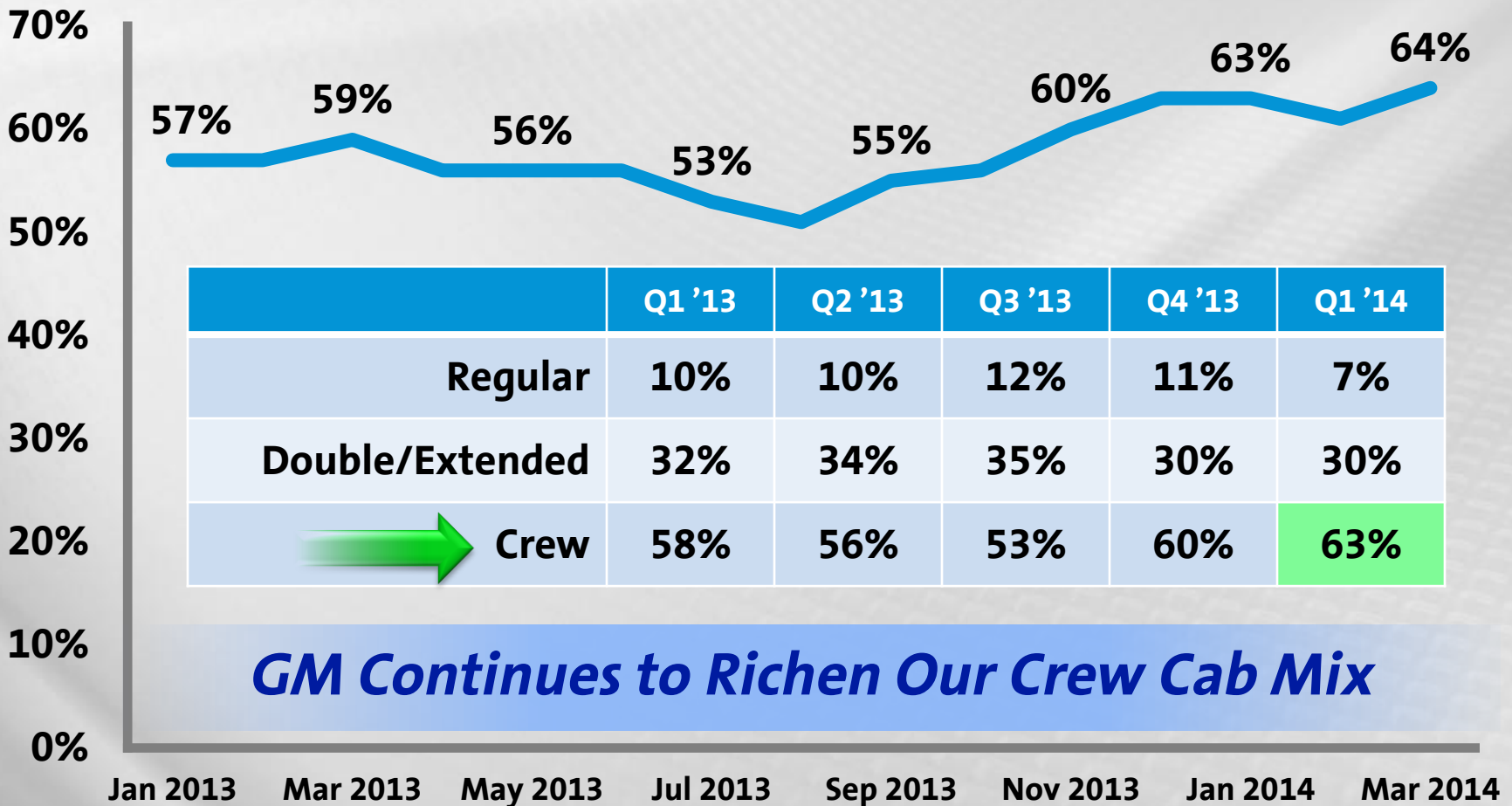
	2012 CY	2013 CY	Q1 '13	Q2 '13	Q3 '13	Q4 '13	Q1 '14
Silverado	25.5%	25.3%	27.3%	25.9%	23.6%	24.7%	25.1%
Sierra	10.4%	10.5%	10.0%	10.7%	10.2%	11.1%	11.0%
Total	35.9%	35.8%	37.3%	36.6%	33.8%	35.8%	36.1%

Sell-down of past model stock

Launch New Truck

GM Launched Our All-New Light-Duty Pickups Last Summer

GM LIGHT PICKUP – RETAIL SALES: % CREW CABS



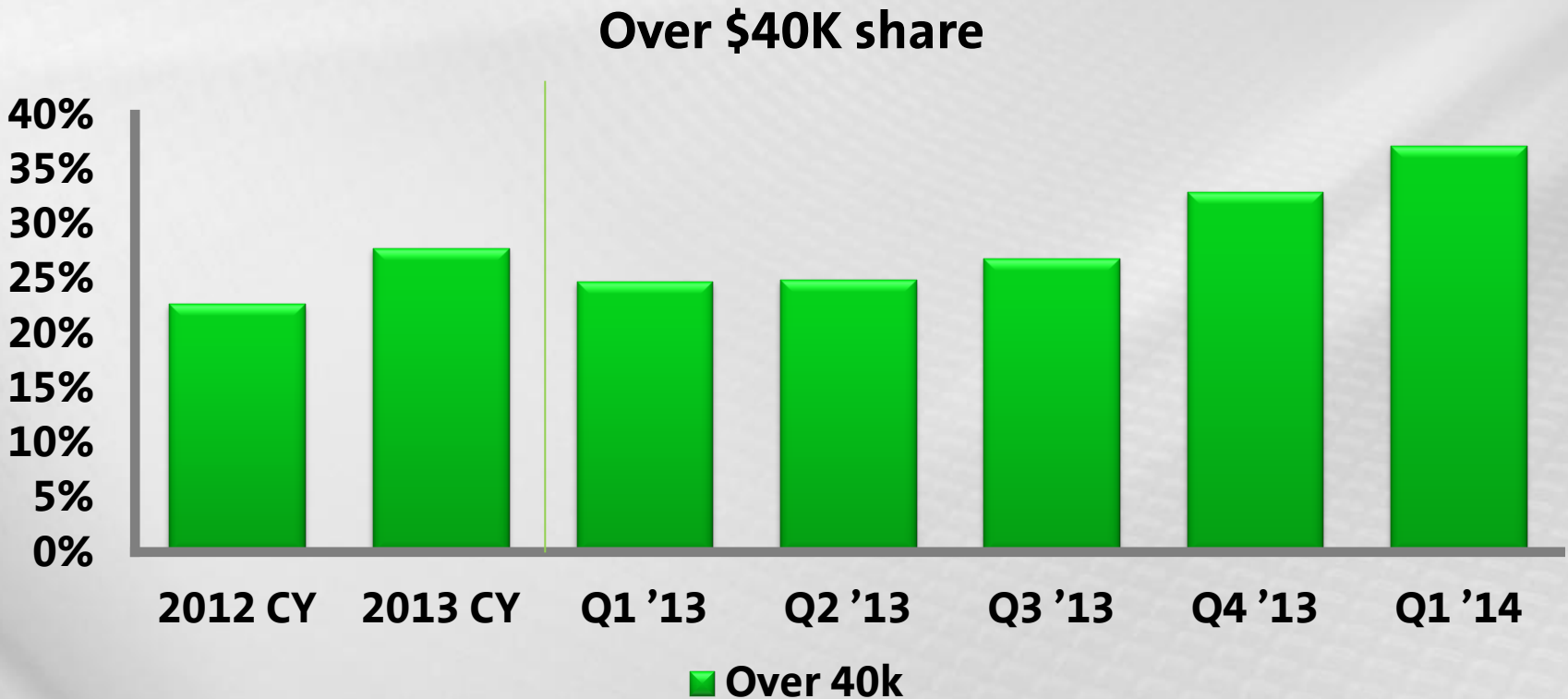
GM LIGHT DUTY PICKUP TRIM MIX

Silverado	2013 Model Run	2014 Model Run to-date
Work Truck/Other	22%	13%
LT	70%	60%
LTZ	8%	24%
High Country	0%	3%

Sierra	2013 Model Run	2014 Model Run to-date
Work Truck/Other	16%	9%
SLE	67%	43%
SLT	13%	43%
Denali	5%	5%

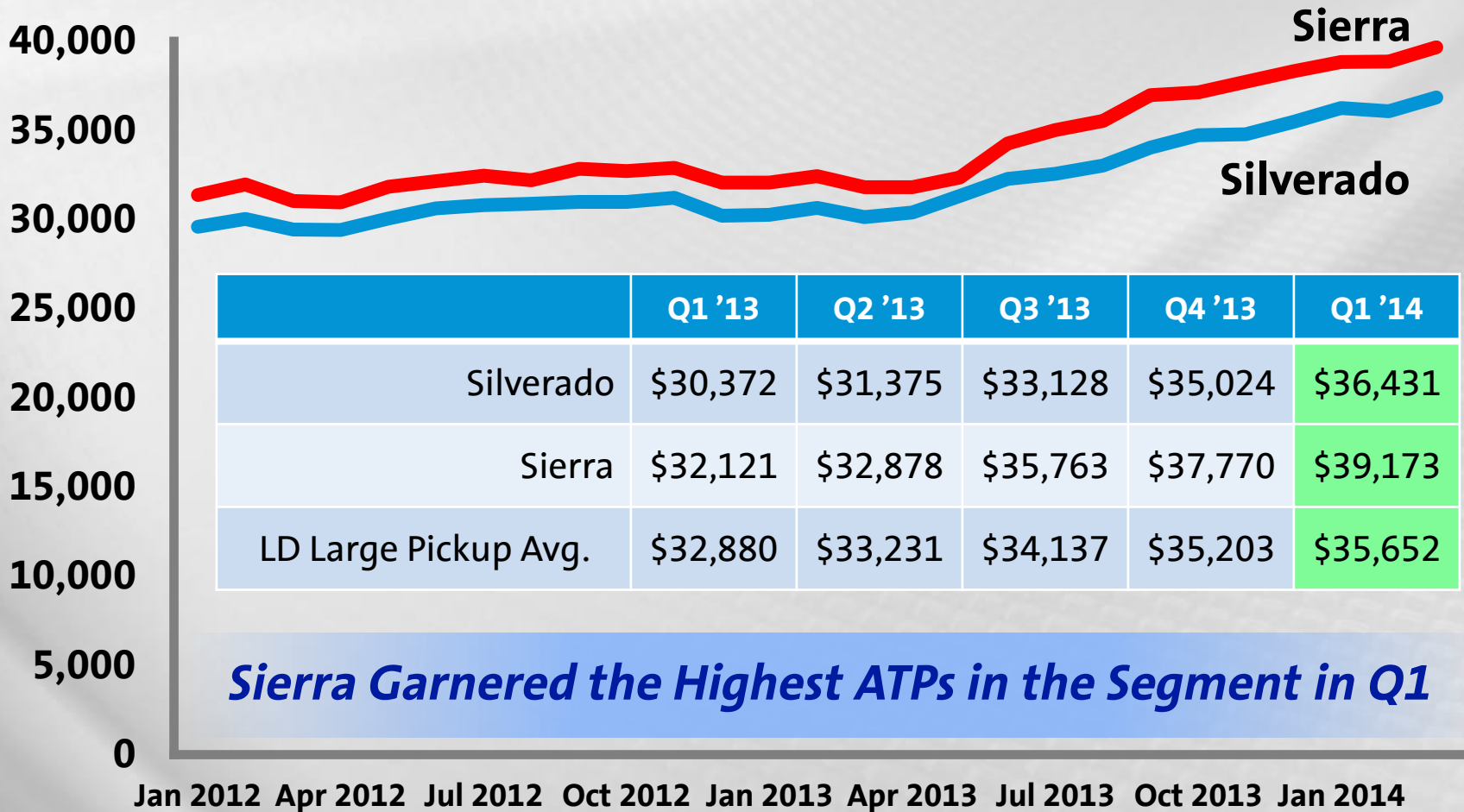
GM Is Working to Also Richen Our Trim Mix

GM LIGHT DUTY SALES SHARE OF OVER \$40K MARKET



GM's Share of the Over-\$40k Light Duty Market Has Increased

GM LIGHT DUTY PICKUP – AVERAGE TRANSACTION PRICES



GM HEAVY DUTY PICK-UPS



Sierra HD



Silverado HD

Heavy Duty ~ 25% of the segment

SILVERADO / SIERRA HEAVY DUTY: LAUNCHING NOW

Work Strong

Proven Powertrains

- Duramax Turbo-Diesel V8
Nearly 1.4 million Duramax diesels sold since 2000
- Legendary Allison Transmission
- 6.0L Vortec V8 gas engine

Structure

- Fully-boxed, high strength steel frame that delivers best-in-class payload

Work Smart

Best-in-Class Conventional Towing

- Including hill descent control, diesel exhaust braking & trailer sway control
- Hill start assist, tow/haul mode and trailer brake controller for most confident trailering

Work Capable

First Heavy-Duty with...

- Forward Collision Alert
- Lane Departure Warning
- Safety Alert Driver Seat

Best Coverage

- 5 Years/100K Miles Powertrain Warranty
- 2 Years/24,000 maintenance

2015 Sierra 3500 HD



SILVERADO HD “ROMANCE”



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GM MID PICK-UPS



Chevrolet Colorado



GMC Canyon

THE MID PICKUP SEGMENT HAS BEEN DOMINATED BY TACOMA

- Tacoma Segment Share = 65% +
 - Largest market = California
- The Opportunity: Grow the segment by meeting unmet customer needs...
 - Colorado and Canyon deliver “truck DNA”
 - Fully boxed frame
 - Locking differential
 - Competitors lack desired interior features and technologies

Tacoma



COLORADO / CANYON (LAUNCHING LATER THIS YEAR)

Design

Exterior

- Doors, roof, and tailgate are the only shared exterior components

Interior as Beautiful as Exterior

- Segment redefining fit and finish
- Clean, simple interior
- Low gloss levels
- Unrivaled interior quietness

Tech & Innovation

New Features/Options

- 8" touchscreen on mid-level and up
- AppStore
- OnStar 10 w/WiFi
- 4 USB ports

Cargo Box Innovation

- Standard CornerStep rear bumper
- EZ Lift and lower tailgate
- Patented cargo management system

Capability

Proven Powertrains

- 2.5L 4-cylinder and 3.6L V6
- 2.8L Duramax turbo diesel, available year 2
- 6-speed auto
- Best in class fuel economy
- Best in class towing and payload

Off-road Performance

- Legendary Z71 suspension
- Off-road tires
- Locking rear differential
- Transfer case shield

Canyon



CHEVROLET COLORADO "REVEAL"



Available Fall 2014.

Available Fall 2014.

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GM LARGE UTILITIES



Yukon



Tahoe

***GM Total Share of Large Utility Segment
2013 CY: 73.6%***

GM LARGE UTILITIES



Yukon XL



Suburban

GM LARGE LUXURY UTILITIES



Escalade

GM LARGE LUXURY UTILITIES



Escalade

GM LARGE UTILITIES: LAUNCHING NOW

Design

- All-new interior and exterior
- All-new seats including power 2nd and 3rd row fold flat
- In-laid doors



Technology

- Front center side air bag (*bucket seats*)
- Lane departure warning
- Adaptive cruise control



Capability

- Proven EcoTec3 Powertrains
 - 5.3L V8 & 6.2L V8 (Denali & Cadillac)
 - 6-speed transmission
- New 4-wheel-disc brake system



TAHOE “BABYSITTER”



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Summing

It All Up

SUMMING IT ALL UP...

GM Light Duty Pickups

- Continue to market our best truck ever
- Continue incentive discipline while remaining competitive and opportunistic

GM Heavy Duty Pickups

- In the midst of launching now... off to a strong start

GM Mid Pickups

- Opportunity to grow the segment and attract “under-served” customers

GM Large Utilities

- In the midst of launching now... we will build on past success

**Respect our competitors while fighting fiercely
for every truck sale**