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

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**FORM 8-K**

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**CURRENT REPORT**

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

**Date of Report (Date of earliest event reported) January 11, 2011**

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**GENERAL MOTORS COMPANY**

(Exact Name of Registrant as Specified in its Charter)

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**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)

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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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**ITEM 8.01 Other Events**

On January 11, 2011, General Motors Company (GM) presented at the Deutsche Bank Securities' 2011 Global Auto Industry Conference. Extracts of presentations related thereto are attached as Exhibit 99.1.

**EXHIBIT**

<u>Exhibit</u>	<u>Description</u>	<u>Method of Filing</u>
Exhibit 99.1	Deutsche Bank Securities' 2011 Global Auto Industry Conference Presentation Dated January 11, 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: January 12, 2011

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



GENERAL MOTORS COMPANY

# CHRIS LIDDELL

Vice Chairman and CFO

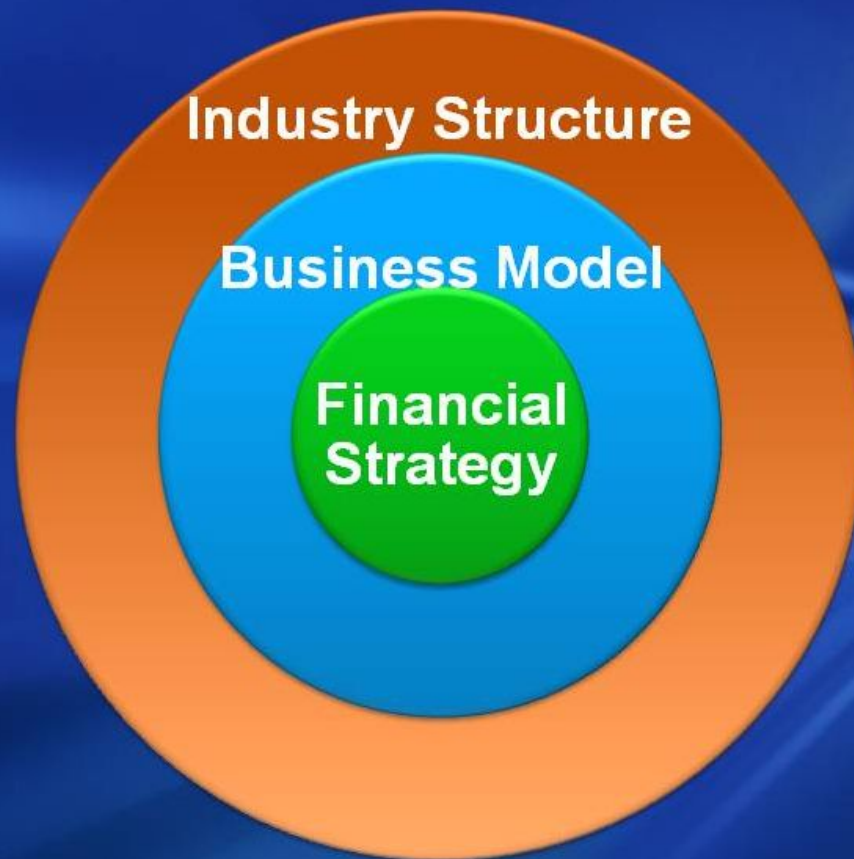


# FORWARD LOOKING STATEMENTS

*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 ability to maintain adequate liquidity and financing sources and an appropriate level of debt, including as required to fund our planning 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 report on Form 10-Q provides information about these and other factors, which we may revise or supplement in future reports to the SEC.*

# FINANCIAL PHILOSOPHY



# INDUSTRY STRUCTURE

Cyclical

+

High operating leverage

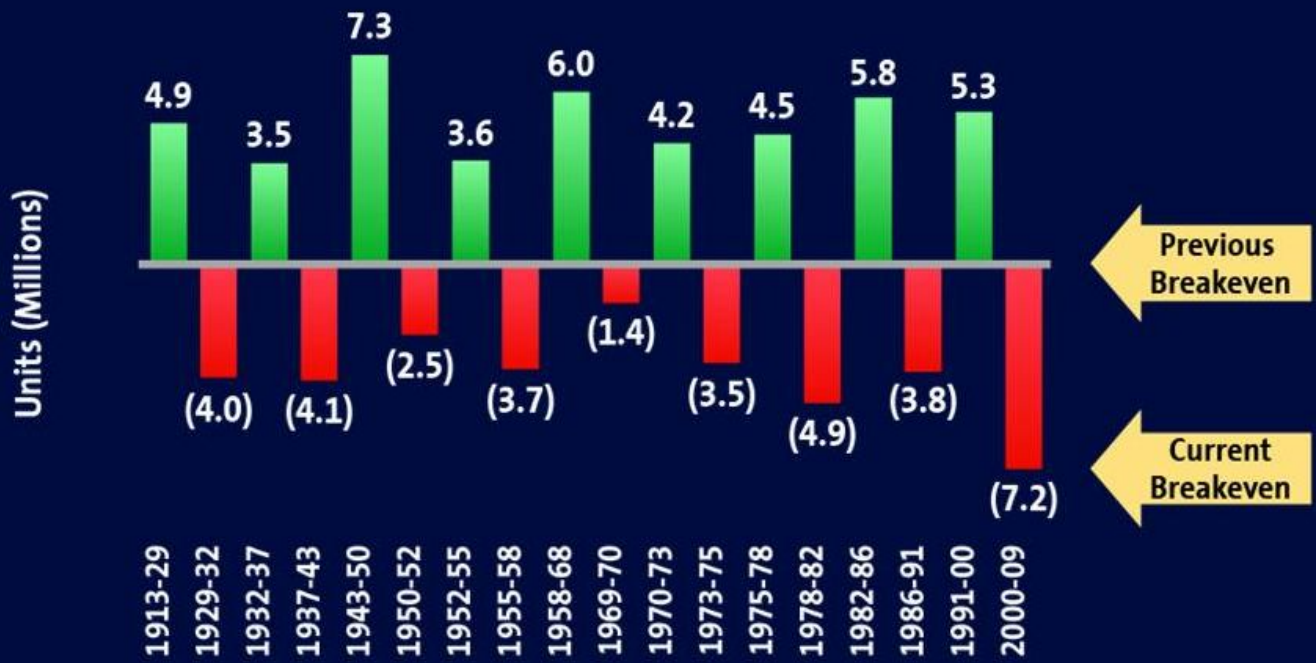
+

Capital / engineering intensive

+

Highly leveraged / interdependent value chain

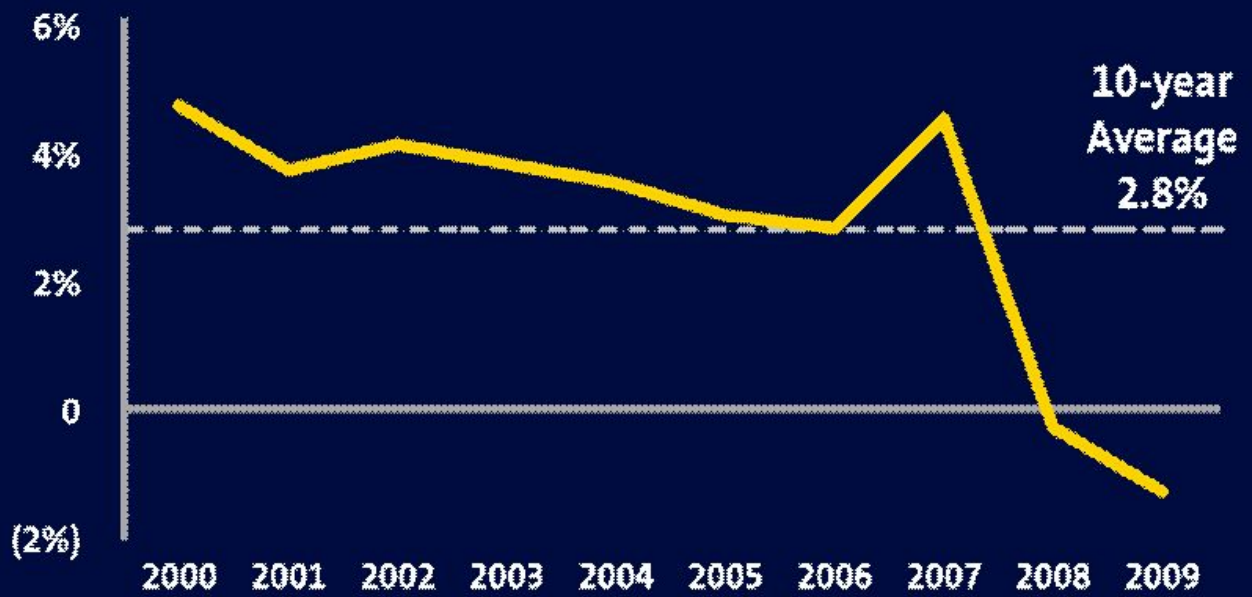
# U.S. TOTAL AUTO SALES PEAK – TROUGH SWINGS





# HIGH OPERATING LEVERAGE

## Global OEM EBIT Margins



Note: Global OEMs include GM, Ford, BMW, Daimler, Fiat, Honda, Hyundai, Nissan, Peugeot, Renault, Toyota, VW.

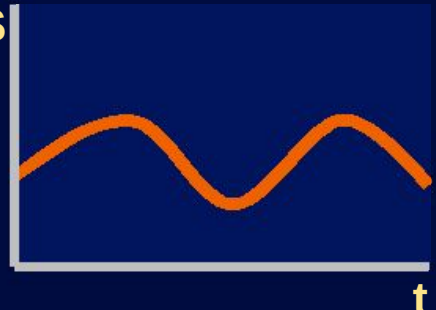
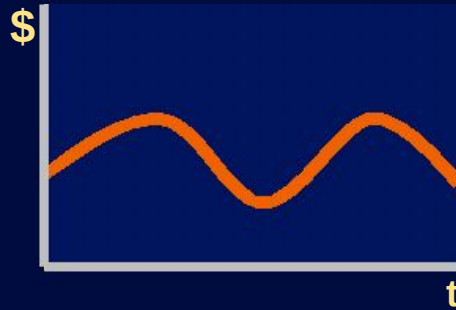
# CAPITAL / ENGINEERING INTENSIVE

Not This

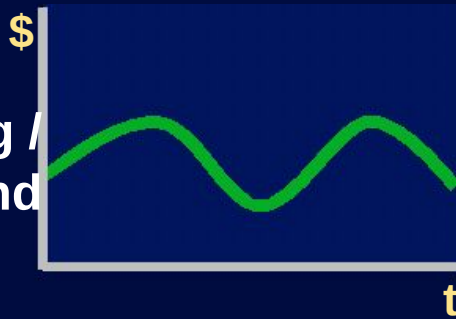


This

Business Cycle

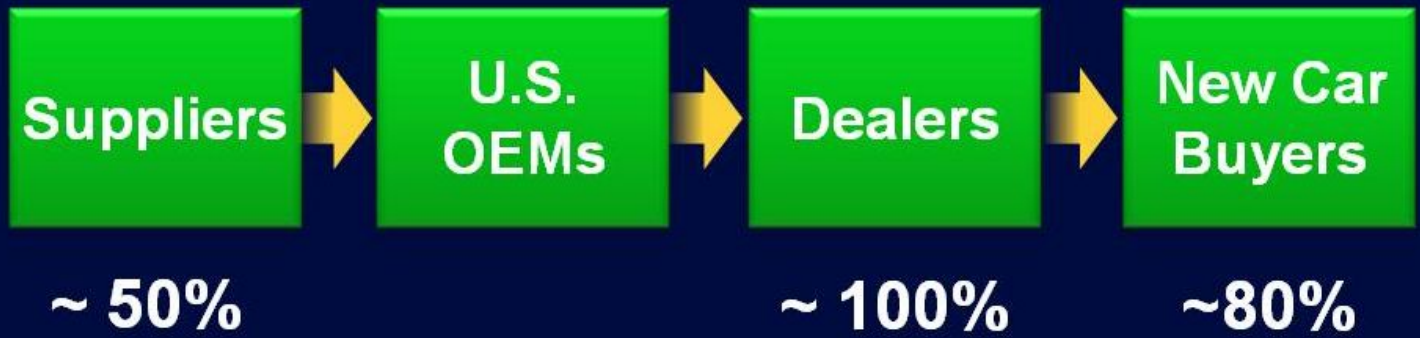


Engineering / Capex Spend



# HIGHLY LEVERAGED INTERDEPENDENT VALUE CHAIN

## % Financed





# FINANCIAL STRATEGY

Strong investment grade credit rating

+

Minimal debt

+

Fully funded, de-risked pension plan

# QUESTIONS

¶ How realistic?

¶ WACC?

¶ Temporary strategy?

# PROGRESS

\$ Billions



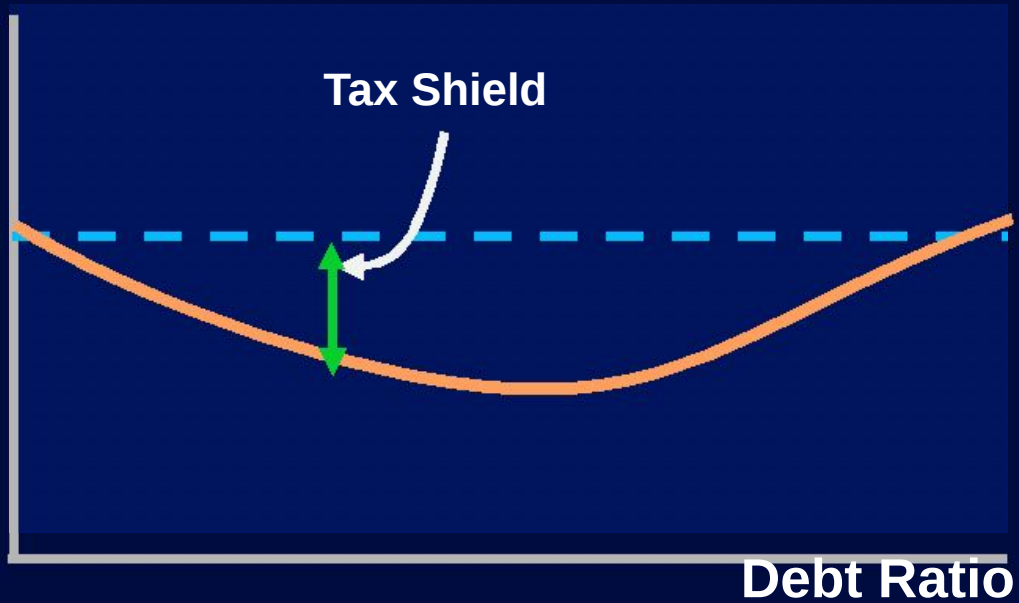
9/10 adjusted for completed Q4 capital actions, planned equity contribution to pension plan and funding AmeriCredit acquisition. Perpetual preferred is at face value. Cash includes marketable securities and Canadian HC Trust restricted cash.

# WACC

Financial Theory: Debt → Tax Shield → WACC

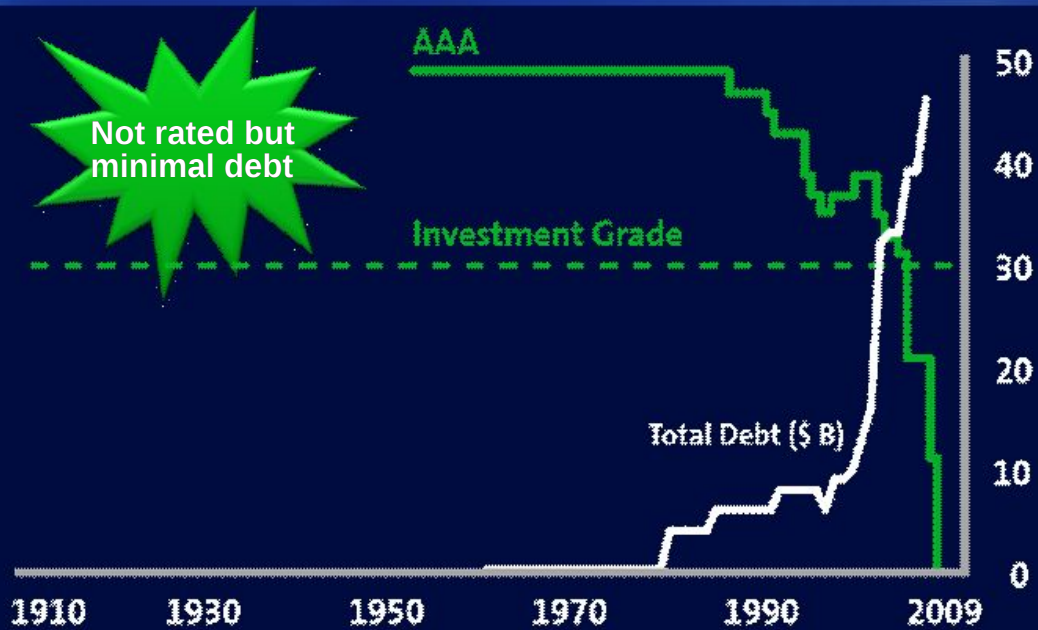
GM tax losses = ~\$40B

WACC





# BACK TO THE FUTURE



\* Adjusted debt as of 9/30/2010.

# CONCLUSION

**Financial  
strategy  
will allow  
us to play  
OFFENSE,  
not defense**

Source: Motor Trend Magazine September 2010 Cover

# Q4 OUTLOOK

- † Expect Q4 EBIT to remain positive, but at a significantly lower run-rate than each of first three quarters
  - Different production mix
  - New vehicle launch costs
  - Increased engineering expense in support of future products
- † \$0.7B non-cash charge associated with purchase of Series A Preferred Stock held by United States Department of Treasury

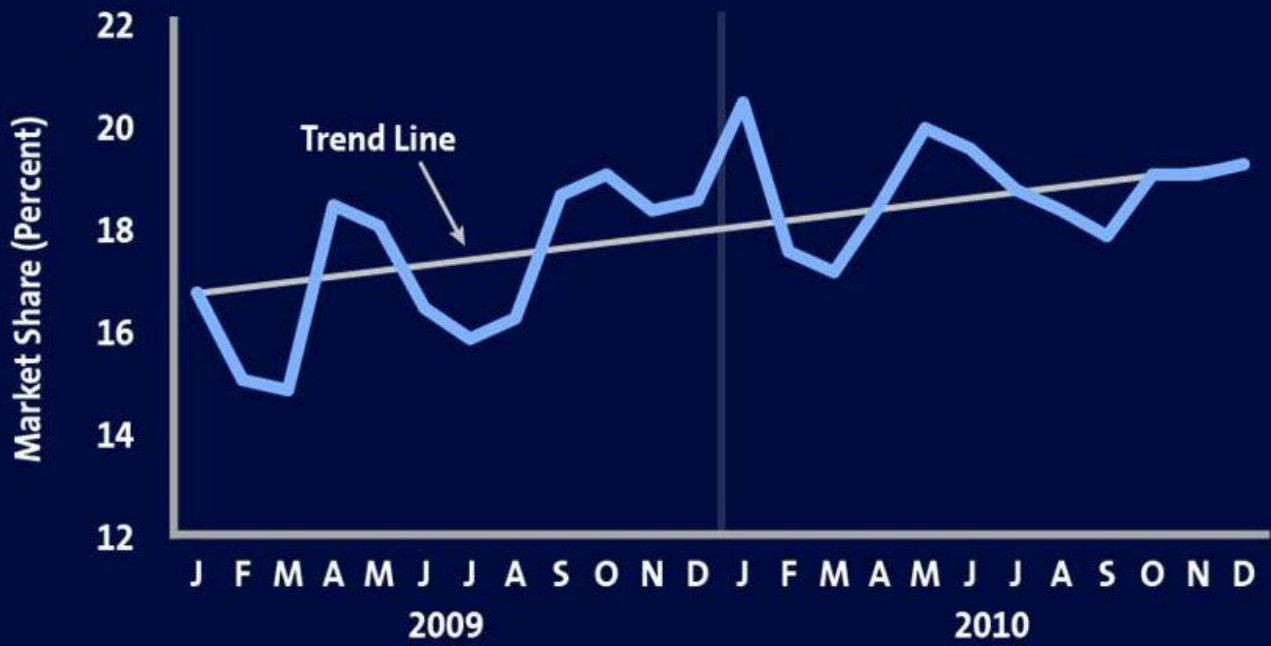


# MARK REUSS

President, GM North America



# GM U.S. MARKET SHARE



*GM U.S. market share based on Buick, Cadillac, Chevrolet & GMC only*

# IT'S ALL ABOUT CARS, TRUCKS AND CROSSOVERS

## † Product launches

- Full year of Cruze, Regal, CTS Coupe, Heavy Duty Pickups
- Regal begins production in Oshawa
- Increase in Terrain/Equinox production
- Volt, Verano, Sonic, Camaro Convertible

## † Flexible manufacturing

- Build to market demands

## † Focus on quality



# 2011 CY GM PRODUCT LAUNCHES

## UNITED STATES



Chevrolet Camaro  
Convertible



Buick Regal GS



Chevrolet Sonic  
4dr



Chevrolet Sonic  
5dr



Buick Verano

## CANADA



Chevrolet Camaro  
Convertible



Buick Regal GS



Chevrolet Orlando



Chevrolet Volt



Chevrolet Sonic  
4dr



Chevrolet Sonic  
5dr



Buick Verano

## MEXICO



GMC Terrain



Chevrolet Sonic  
4dr



Buick Verano

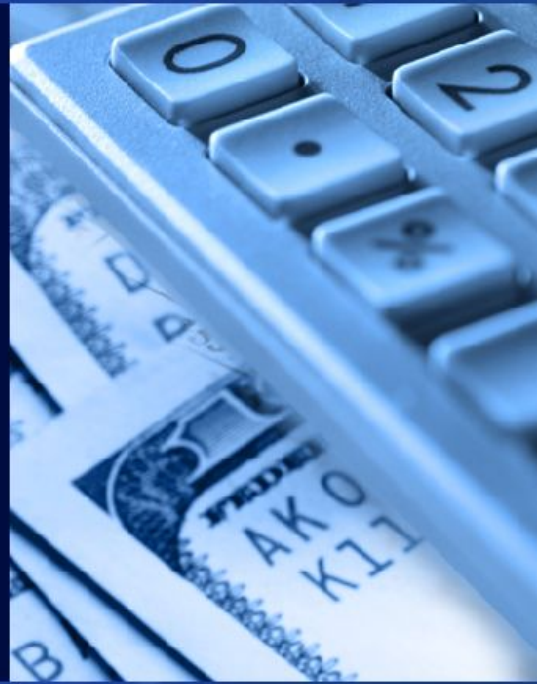
## CENTRAL AMERICA/CARIBBEAN



Chevrolet Camaro  
Convertible

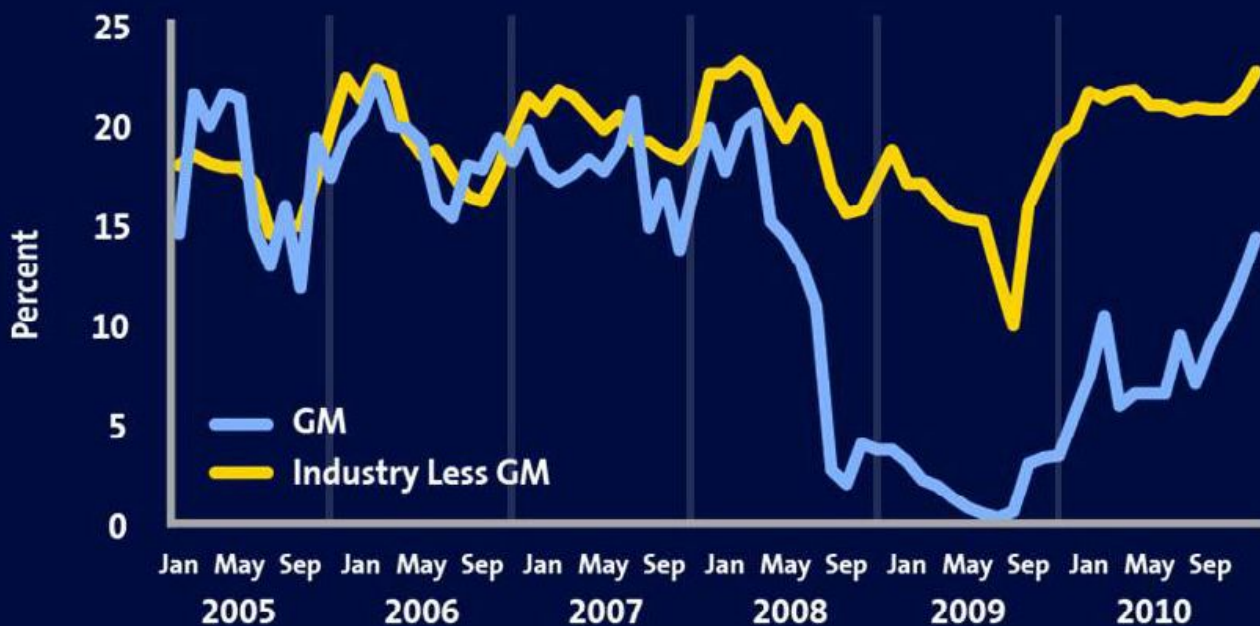
# DISCIPLINE ON PRICE

- † Maintain ATP (Average Transaction Price) strength
- † Hold % incentive spend vs. competition
- † Value story
- † GM Financial
  - U.S./Canada Lease penetration
  - Grow U.S. Sub-Prime APR penetration





# U.S. LEASE PERCENT OF RETAIL SALES



Source: J.D. Power and Associates PIN

# DEALER NETWORK AND CUSTOMER EXPERIENCE

- † Dealer network a strength
- † Facility image program
  - 981 Dealers have initiated improvements
  - 2,000 more will begin in 2011
- † Robust programs in place
  - Drive Dealership throughput
  - Encourage parts purchase loyalty
  - Support customer retention



# MARKETING AND IMPROVING CONSIDERATION

- † Brand building initiatives
  - Chevrolet Carbon Reduction
  - Volt
  - Main Street in Motion
  - Consistent messaging through Tier 3
  - Partnership with MTV targeting millennial generation
- † Focus on customer retention
  - Discontinued brands
  - Service/Parts



MAIN STREET  
IN MOTION

# REINVIGORATING OUR CULTURE

- † Made large scale changes to organizational structure in 2010
- † On-going adjustments will be made as necessary
- † Getting our Soul back

