

# Best-Selling F-Series, Vans Lead in Q2; Hybrids Grow 56%, EVs Up 61%

- Ford remains America’s No.1 truck seller, led by best-selling F-Series and strong gains for Maverick, America’s most affordable pickup
- Ford Transit, America’s No. 1 selling van, posts new first half sales record
- Maverick Hybrid, F-150 Hybrid sales best-ever quarterly results
- Ford is America’s No. 2 electric vehicle brand; EV sales up 61 percent in Q2
- Company poised for continued growth with new Explorer, Lincoln Aviator, Mustang Mach-E Rally, extended-range E-Transit deliveries starting soon

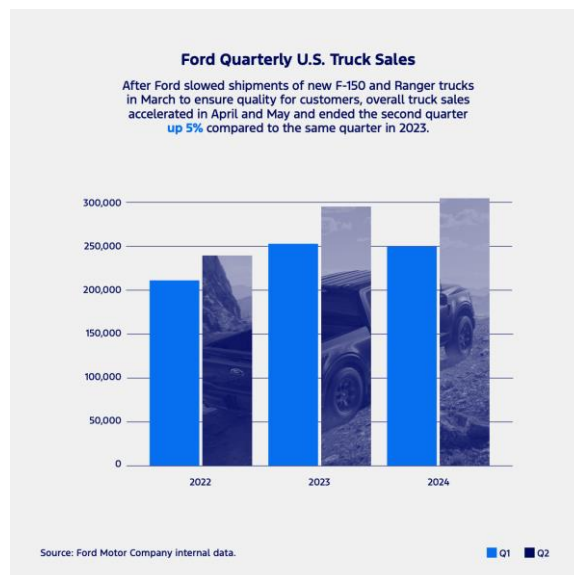
**DEARBORN, Mich., July 3, 2024** – Ford Motor Company’s exciting and differentiated U.S. product lineup is resonating with customers, evidenced by second-quarter sales gains across vans, trucks, Lincoln, and hybrid and electric vehicles.

Ford is the number one selling pickup manufacturer in the world and its F-Series truck lineup remains America’s best-selling, outselling second place Silverado by 71,000 and Ram by 173,000 trucks through June of this year. Maverick and Maverick Hybrid – the No. 1 selling hybrid truck in the U.S. – set new first half records. F-Series sales totaled 199,463 in Q2, up 30 percent from Q1.

Transit, America’s best-selling van posted a new first half sales record. Ford set an all-time record for SUV sales during the first half of 2024, topping the previous record set in 2017. And importantly, customers continue to find value in Ford software and service offerings that make their lives easier.

“From the urban customer who wants the capability of a small pickup like Maverick to the businesses that rely on Transit vans to help drive the American economy, the distinctive Ford lineup is resonating with customers,” said Andrew Frick, president, Ford Blue. “Hybrid and electric vehicles are driving growth, as are post-purchase experiences, like BlueCruise hands-free highway driving, the Ford Pro Intelligence software platform and remote vehicle servicing options.”

Ford total vehicle sales for the second quarter were up 1 percent year-over-year. Total truck sales (including pickups and vans) of 308,920 were up 5 percent compared to 2023, representing Ford’s best Q2 truck sales performance since 2019.

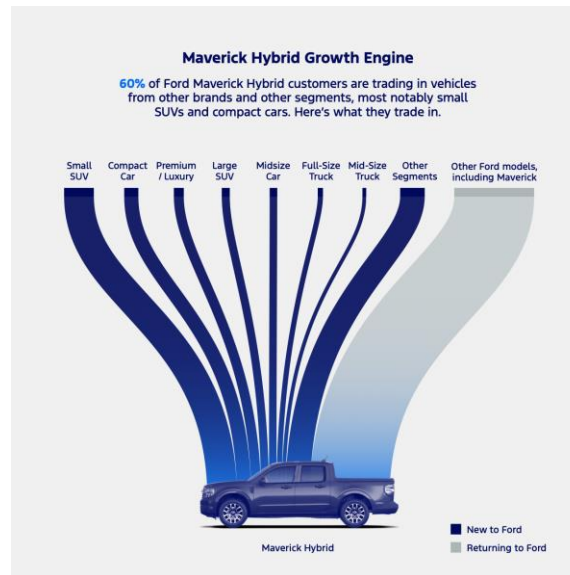


F-150, Ranger and all-new Lincoln Nautilus production continues to scale, and more new vehicles are on the way. The new Ford Explorer will soon begin shipping to dealers, followed by the new Lincoln Aviator, Mustang Mach-E Rally and extended-range E-Transit.

## Maverick, F-150 Boost Ford Hybrid Sales 56 Percent

Ford hybrid sales increased 56 percent to 53,822 – a new quarterly sales record since Ford first offered hybrid models more than two decades ago.

Leading the way: the Maverick, America's best-selling hybrid pickup, with sales totaling 40,420 through the first half of the year. Customers who seek capability, space, versatility and efficiency are turning to Maverick – even if they've never owned a truck or Ford vehicle before. Approximately 60 percent of all Maverick Hybrid customers come from other brands, and many are trading in their small SUVs and compact cars for the affordable midsize Maverick pickup.



Maverick's largest market is California and, based on the most recent registration data, Maverick is the top choice among female consumers in the midsize pickup segment.

Second to Maverick among hybrid pickups is the new F-150 Hybrid, with sales totaling 33,674 through the first half of the year, up 38 percent. Sales of the new 2024 F-150 Hybrid model started in the second quarter and steadily climbed through the three-month period, helping to lift overall Ford truck sales to a 5 percent gain for the quarter. F-150 Hybrid represented 20 percent of non-EV F-150 sales for Q2. No other competitor has the advantage of Ford's truck powertrain lineup of gas, hybrid and electric vehicles.

## Electric Vehicle Sales Surge; Ford No. 2 EV Brand

Electric vehicle sales increased 61 percent in the second quarter with 23,957 sold and are up 72 percent for the year. With 44,180 total EVs sold for the first half of the year, Ford brand electric vehicles trail only Tesla.

Mustang Mach-E and F-150 Lightning are drawing customers from other brands; 62 percent of F-150 Lightning and 54 percent of Mustang Mach-E sales are new to Ford.

Mustang Mach-E sales rose 46 percent over last year and are up 58 percent through the first half of the year. Year-to-date sales represent Mustang Mach-E's best performance since launch.

Sales of America's No. 1 selling electric truck, the F-150 Lightning, totaled 15,645 through June of this year. F-150 Lightning sales for Q2 totaled 7,902, up 77 percent from a year ago.

The Ford E-Transit was America's best-selling electric van with total first half sales of 6,301, more than double the amount sold during the first half of 2023. During Q2, E-Transit sales were up 96 percent. This represents E-Transit's best quarterly sales since its debut in 2022.

Three of every four E-Transit sales this year are from repeat customers as businesses see for themselves the lower maintenance and fuel costs that come with an electric vehicle.

### **Transit Posts Record Sales; Ford Pro Intelligence Subscriptions Rise**

Ford has led the commercial van segment for 45 straight years and is off to a record Transit start this year. In Q2, Ford Transit and E-Series combined accounted for half of the full-size commercial van segment. Now in its 10<sup>th</sup> year, Transit, America's best-selling van, posted sales of 82,164 vans in the first half of the year – up 28 percent.

F-Series Super Duty sales continue to grow with first half sales up 8 percent.

Ford Pro Intelligence software platform now has approximately 600,000 subscribers, based on end of quarter estimates, up about 33 percent since last year and 7 percent compared to Q1.

### **Ford Brand SUVs Post Record First-Half Sales**

Ford-brand SUVs had a record first half on sales of 406,467 – up 3 percent, led by Explorer, America's best-selling three-row SUV, with sales totaling 104,803.

Escape sales were up 15 percent for the half on sales of 74,538 small SUVs, while Expedition was up 10 percent.

### **All-New Nautilus Leads Lincoln Sales Gains**

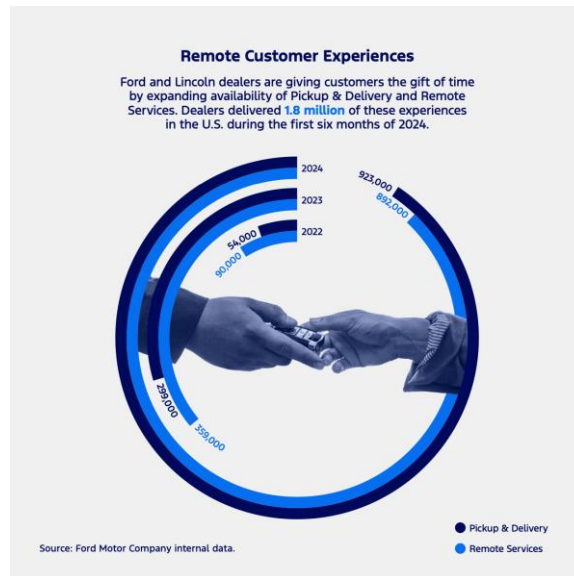
Sales at Lincoln accelerated in Q2 on the strong reception to the all-new Lincoln Nautilus. Overall, Lincoln sales were up 19 percent, with Nautilus leading the way on sales of 8,273 SUVs. In Q2, Nautilus hybrid represented 44 percent of all Nautilus sales. Corsair sales were up 17 percent in Q2, while Aviator sales were up 90 percent.

Customers are drawn to the new Lincoln Digital Experience in the Nautilus, which received a Wards Ten Best Interior and UX recognition for its new panoramic screen. Lincoln and Ford will carry the screen into future vehicle interiors.

### **Remote Services Continued Rapid Growth**

Ford and Lincoln dealers continue to give customers a time-saving life hack. The number of appointments for Remote Services – in which technicians drive out to service a customer's vehicle – and Pickup & Delivery – in which a dealer employee picks up a customer's vehicle, services it and delivers it back to them – reached 1.8 million during the first six months of 2024.

That's a 175 percent increase compared with the same period in 2023.



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### About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 176,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](https://corporate.ford.com).

\*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.

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## Cautionary Note on Forward-Looking Statements

Statements included or incorporated by reference herein may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on expectations, forecasts, and assumptions by our management and involve a number of risks, uncertainties, and other factors that could cause actual results to differ materially from those stated, including, without limitation:

- Ford is highly dependent on its suppliers to deliver components in accordance with Ford’s production schedule and specifications, and a shortage of or inability to acquire key components or raw materials, such as lithium, cobalt, nickel, graphite, and manganese, can disrupt Ford’s production of vehicles;
- To facilitate access to the raw materials and other components necessary for the production of electric vehicles, Ford has entered into and may, in the future, enter into multi-year commitments to raw material and other suppliers that subject Ford to risks associated with lower future demand for such items as well as costs that fluctuate and are difficult to accurately forecast;
- Ford’s long-term competitiveness depends on the successful execution of Ford+;
- Ford’s vehicles could be affected by defects that result in recall campaigns, increased warranty costs, or delays in new model launches, and the time it takes to improve the quality of our vehicles and services could continue to have an adverse effect on our business;
- Ford may not realize the anticipated benefits of existing or pending strategic alliances, joint ventures, acquisitions, divestitures, or business strategies;
- Ford may not realize the anticipated benefits of restructuring actions and such actions may cause Ford to incur significant charges, disrupt our operations, or harm our reputation;
- Operational information systems, security systems, vehicles, and services could be affected by cybersecurity incidents, ransomware attacks, and other disruptions and impact Ford and Ford Credit as well as their suppliers and dealers;
- Ford’s production, as well as Ford’s suppliers’ production, and/or the ability to deliver products to consumers could be disrupted by labor issues, public health issues, natural or man-made disasters, adverse effects of climate change, financial distress, production difficulties, capacity limitations, or other factors;
- Failure to develop and deploy secure digital services that appeal to customers could have a negative impact on Ford’s business;
- Ford’s ability to maintain a competitive cost structure could be affected by labor or other constraints;
- Ford’s ability to attract, develop, grow, and reward talent is critical to its success and competitiveness;
- Ford’s new and existing products and digital, software, and physical services are subject to market acceptance and face significant competition from existing and new entrants in the automotive and digital and software services industries, and its reputation may be harmed if it is unable to achieve the initiatives it has announced;
- Ford’s results are dependent on sales of larger, more profitable vehicles, particularly in the United States;
- With a global footprint and supply chain, Ford’s results and operations could be adversely affected by economic or geopolitical developments, including protectionist trade policies such as tariffs, or other events;
- Industry sales volume can be volatile and could decline if there is a financial crisis, recession, public health emergency, or significant geopolitical event;

- Ford may face increased price competition or a reduction in demand for its products resulting from industry excess capacity, currency fluctuations, competitive actions, or other factors, particularly for electric vehicles;
- Inflationary pressure and fluctuations in commodity and energy prices, foreign currency exchange rates, interest rates, and market value of Ford or Ford Credit's investments, including marketable securities, can have a significant effect on results;
- Ford and Ford Credit's access to debt, securitization, or derivative markets around the world at competitive rates or in sufficient amounts could be affected by credit rating downgrades, market volatility, market disruption, regulatory requirements, or other factors;
- The impact of government incentives on Ford's business could be significant, and Ford's receipt of government incentives could be subject to reduction, termination, or clawback;
- Ford Credit could experience higher-than-expected credit losses, lower-than-anticipated residual values, or higher-than-expected return volumes for leased vehicles;
- Economic and demographic experience for pension and OPEB plans (e.g., discount rates or investment returns) could be worse than Ford has assumed;
- Pension and other postretirement liabilities could adversely affect Ford's liquidity and financial condition;
- Ford and Ford Credit could experience unusual or significant litigation, governmental investigations, or adverse publicity arising out of alleged defects in products, services, perceived environmental impacts, or otherwise;
- Ford may need to substantially modify its product plans and facilities to comply with safety, emissions, fuel economy, autonomous driving technology, environmental, and other regulations;
- Ford and Ford Credit could be affected by the continued development of more stringent privacy, data use, data protection, and artificial intelligence laws and regulations as well as consumers' heightened expectations to safeguard their personal information; and
- Ford Credit could be subject to new or increased credit regulations, consumer protection regulations, or other regulations.

We cannot be certain that any expectation, forecast, or assumption made in preparing forward-looking statements will prove accurate, or that any projection will be realized. It is to be expected that there may be differences between projected and actual results. Our forward-looking statements speak only as of the date of their initial issuance, and we do not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events, or otherwise. For additional discussion, see "Item 1A. Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2023, as updated by our subsequent Quarterly Reports on Form 10-Q and Current Reports on Form 8-K.

## FORD MOTOR COMPANY Q2 2024 U.S. SALES

	<u>Second Quarter</u>		%	<u>Year-to-Date</u>		%
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
<b>SALES BY PROPULSION</b>						
Electric Vehicles	23,957	14,843	61.4	44,180	25,709	71.8
Hybrid Vehicles	53,822	34,589	55.6	92,243	61,653	49.6
Internal Combustion	<u>458,271</u>	<u>482,230</u>	-5.0	<u>907,710</u>	<u>920,206</u>	-1.4
Total vehicles	536,050	531,662	0.8	1,044,133	1,007,568	3.6
<b>SALES BY TYPE</b>						
SUVs	213,393	225,299	-5.3	455,284	432,441	5.3
Trucks	308,920	295,602	4.5	561,405	549,625	2.1
Cars	<u>13,737</u>	<u>10,761</u>	27.7	<u>27,444</u>	<u>25,502</u>	7.6
Total vehicles	536,050	531,662	0.8	1,044,133	1,007,568	3.6
<b>FORD BRAND</b>						
EcoSport	0	859	-100.0	0	2,508	-100.0
Bronco Sport	28,189	33,272	-15.3	59,754	63,143	-5.4
Escape	37,943	43,690	-13.2	74,538	64,839	15.0
Bronco	26,086	26,150	-0.2	50,152	58,580	-14.4
Mustang Mach-E	12,645	8,633	46.5	22,234	14,040	58.4
Edge	16,522	26,202	-36.9	51,679	46,484	11.2
Explorer	46,338	46,362	-0.1	104,803	104,423	0.4
Expedition	<u>21,747</u>	<u>20,007</u>	8.7	<u>43,307</u>	<u>39,366</u>	10.0
<b>Ford SUVs</b>	189,470	205,175	-7.7	406,467	393,383	3.3
F-Series	199,463	212,516	-6.1	352,406	382,893	-8.0
<i>Memo: F-150 Lightning (electric)</i>	7,902	4,466	76.9	15,645	8,757	78.7
Ranger	13,257	12,618	5.1	15,175	24,118	-37.1
Maverick	38,052	21,021	81.0	77,113	42,499	81.4
E-Series	9,828	8,735	12.5	20,268	19,520	3.8
Transit	42,274	32,031	32.0	82,164	64,046	28.3
<i>Memo: E-Transit</i>	3,410	1,744	95.5	6,301	2,912	116.4
Transit Connect	2,462	4,924	-50.0	7,427	8,747	-15.1
Heavy Trucks	<u>3,584</u>	<u>3,757</u>	-4.6	<u>6,852</u>	<u>7,802</u>	-12.2
<b>Ford Trucks</b>	308,920	295,602	4.5	561,405	549,625	2.1
GT	0	1	-100.0	0	31	-100.0
Mustang	<u>13,737</u>	<u>10,760</u>	27.7	<u>27,444</u>	<u>25,471</u>	7.7
<b>Ford Cars</b>	13,737	10,761	27.7	27,444	25,502	7.6
<b>Ford Brand</b>	<u>512,127</u>	<u>511,538</u>	0.1	<u>995,316</u>	<u>968,510</u>	2.8
<b>LINCOLN BRAND</b>						
Corsair	6,563	5,608	17.0	12,849	9,631	33.4
Nautilus	8,273	6,851	20.8	17,504	12,356	41.7
Aviator	5,664	2,977	90.3	11,914	8,213	45.1
Navigator	<u>3,423</u>	<u>4,688</u>	-27.0	<u>6,550</u>	<u>8,858</u>	-26.1
<b>Lincoln SUVs</b>	23,923	20,124	18.9	48,817	39,058	25.0
<b>Lincoln Brand</b>	<u>23,923</u>	<u>20,124</u>	18.9	<u>48,817</u>	<u>39,058</u>	25.0

Ford Motor Company

**JUNE 2024 U.S. GROSS STOCKS**

	<b>Gross Stock</b>
	<b>Units</b>
	<b>(000)</b>
Mustang	11.5
GT	-
<b>Ford Cars</b>	<b>11.5</b>
Escape	32.2
Bronco Sport	41.1
Mustang Mach-E	18.0
EcoSport	-
Edge	17.8
Bronco	30.1
Explorer	27.6
Expedition	18.9
<b>Ford SUVs</b>	<b>185.6</b>
Corsair	10.6
Nautilus	12.4
Aviator	5.9
Navigator	8.3
<b>Lincoln SUVs</b>	<b>37.2</b>
<b>Total SUVs</b>	<b>222.8</b>
E-Series Van	12.6
Transit Connect (Tourneo)	1.4
Transit Van	39.9
Maverick	26.4
Ranger	13.8
F-Series	237.8
Medium/Heavy	7.0
<b>Ford Trucks</b>	<b>338.8</b>
<b>Total Car, Utility, Truck</b>	<b>573.1</b>



2024 Calendar Year Production By Plant													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
<b>Flat Rock</b>													
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	-	-	-	-	-	32,931
<b>Chicago Main</b>													
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	-	-	-	-	-	-	112,338
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	-	-	-	-	-	-	13,387
<b>Chicago SHO</b>													
Ford Explorer	-	-	-	-	-	-	-	-	-	-	-	-	-
Lincoln Aviator	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Cuautitlan</b>													
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	-	-	-	-	-	-	23,022
<b>Dearborn Truck Plant</b>													
Ford F-Series (F-150)	16,106	27,628	27,535	24,065	28,534	24,794	-	-	-	-	-	-	148,662
<b>Detroit Chassis Plant</b>													
Stripped Chassis	422	433	503	526	543	448	-	-	-	-	-	-	2,875
<b>Hermosillo</b>													
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	-	-	-	-	-	-	89,343
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	-	-	-	-	-	-	95,387
<b>Kansas City (SUV)</b>													
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	-	-	-	-	-	-	95,899
<b>Kansas City (Truck)</b>													
Ford F-Series (F-150)	10,262	25,147	25,738	27,524	25,575	26,409	-	-	-	-	-	-	140,655
<b>Kentucky Truck</b>													
Ford F-Series (Super Duty)	30,980	30,570	33,286	33,280	31,385	28,892	-	-	-	-	-	-	188,393
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	-	-	-	-	-	-	53,220
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	-	-	-	-	-	-	10,829
<b>Louisville Assembly</b>													
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	-	-	-	-	-	-	101,706
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	-	-	-	-	-	-	16,916
<b>Michigan Assembly</b>													
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	-	-	-	-	-	-	33,535
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	-	-	-	-	-	-	69,365
<b>Multimatic</b>													
	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Oakville</b>													
Ford Edge	9,451	15,167	15,073	11,748	2,739	-	-	-	-	-	-	-	54,178
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Ohio Assembly</b>													
Ford Econoline	2,983	4,645	4,313	3,953	4,228	3,030	-	-	-	-	-	-	23,152
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	-	-	-	-	-	-	9,518
Super Duty	2,510	2,867	3,542	2,777	3,370	2,339	-	-	-	-	-	-	17,405
<b>Total Production</b>	<b>199,111</b>	<b>236,297</b>	<b>234,263</b>	<b>234,579</b>	<b>222,180</b>	<b>206,286</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,332,716</b>

2024 Calendar Year Production By Vehicle Line													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	-	-	-	-	-	-	89,343
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	-	-	-	-	-	-	95,387
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	-	-	-	-	-	32,931
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	-	-	-	-	-	-	33,535
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	-	-	-	-	-	-	69,365
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	-	-	-	-	-	-	23,022
Ford F-Series (F-150)	26,368	52,775	53,273	51,589	54,109	51,203	-	-	-	-	-	-	289,317
Ford F-Series (Super Duty)	33,490	33,437	36,828	36,057	34,755	31,231	-	-	-	-	-	-	205,798
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	-	-	-	-	-	-	53,220
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	-	-	-	-	-	-	10,829
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	-	-	-	-	-	-	112,338
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	-	-	-	-	-	-	13,387
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	-	-	-	-	-	-	95,899
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	-	-	-	-	-	-	101,706
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	-	-	-	-	-	-	16,916
Ford Edge	9,451	15,167	15,073	11,748	2,739	-	-	-	-	-	-	-	54,178
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
Ford Econoline	2,983	4,645	4,313	3,953	4,228	3,030	-	-	-	-	-	-	23,152
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	-	-	-	-	-	-	9,518
Stripped Chassis	422	433	503	526	543	448	-	-	-	-	-	-	2,875
<b>Total Production</b>	<b>199,111</b>	<b>236,297</b>	<b>234,263</b>	<b>234,579</b>	<b>222,180</b>	<b>206,286</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,332,716</b>

**GM U.S. DELIVERIES FOR QUARTER 2 2024**

	QUARTER 2			(CALENDAR YEAR-TO-DATE)		
				JANUARY - JUNE		
	2024	2023	%Change Volume	2024	2023	%Change Volume
Enclave	5,886	9,126	-35.5	13,987	17,929	-22.0
Encore	71	2,085	-96.6	126	5,064	-97.5
Encore GX	16,607	18,055	-8.0	29,971	30,334	-1.2
Envision	8,657	13,486	-35.8	21,860	27,563	-20.7
Envista	14,224	-	*** *	23,886	-	*** *
<b>Buick Total*</b>	<b>45,445</b>	<b>42,752</b>	<b>6.3</b>	<b>89,830</b>	<b>80,890</b>	<b>11.1</b>
CT4	1,768	2,724	-35.1	3,502	5,436	-35.6
CT5	3,841	5,396	-28.8	6,863	9,989	-31.3
Escalade	10,069	11,555	-12.9	19,204	20,783	-7.6
LYRIQ	7,294	1,348	441.1	13,094	2,316	465.4
XT4	5,154	5,734	-10.1	10,033	12,507	-19.8
XT5	5,890	6,815	-13.6	12,165	14,100	-13.7
XT6	4,439	5,305	-16.3	9,045	10,067	-10.2
<b>Cadillac Total*</b>	<b>38,455</b>	<b>38,877</b>	<b>-1.1</b>	<b>73,906</b>	<b>75,198</b>	<b>-1.7</b>
Blazer	12,893	18,080	-28.7	29,488	33,343	-11.6
Blazer EV	6,634	-	*** *	7,234	-	*** *
Bolt EV / Bolt EUV	1,374	13,959	-90.2	8,414	33,659	-75.0
Camaro	1,732	9,557	-81.9	5,306	17,337	-69.4
Colorado	26,901	19,909	35.1	41,823	33,165	26.1
Corvette	9,338	9,125	2.3	17,914	17,029	5.2
Equinox	52,270	52,949	-1.3	106,455	105,851	0.6
Equinox EV	1,013	-	*** *	1,013	-	*** *
Express	9,410	9,227	2.0	16,912	17,822	-5.1
LCF	1,423	1,362	4.5	3,177	2,385	33.2
Malibu	36,360	40,731	-10.7	69,109	78,169	-11.6
Silverado HD	45,773	47,072	-2.8	87,689	83,955	4.4
Silverado LD	100,160	93,004	7.7	184,746	180,115	2.6
Silverado MD	2,983	1,223	143.9	5,407	4,221	28.1
Silverado EV	2,196	-	*** *	3,257	-	*** *
<b>TOTAL Silverado</b>	<b>151,112</b>	<b>141,299</b>	<b>6.9</b>	<b>281,099</b>	<b>268,291</b>	<b>4.8</b>
Suburban	11,779	16,661	-29.3	21,463	30,593	-29.8
Tahoe	25,119	29,258	-14.1	48,443	56,515	-14.3
Trailblazer	27,891	33,857	-17.6	52,099	61,808	-15.7
Traverse	23,987	37,148	-35.4	41,462	68,681	-39.6
Trax	52,875	20,921	152.7	90,463	27,386	230.3
<b>Chevrolet Total*</b>	<b>452,111</b>	<b>454,046</b>	<b>-0.4</b>	<b>841,874</b>	<b>852,187</b>	<b>-1.2</b>
Acadia	10,008	24,205	-58.7	17,682	40,150	-56.0
Canyon	11,351	6,708	69.2	16,835	11,724	43.6
HUMMER EV (Pickup and SUV)	2,929	47	6131.9	4,597	49	9281.6
Savana	6,401	7,269	-11.9	7,479	12,065	-38.0
Sierra HD	25,138	29,214	-14.0	47,512	50,030	-5.0
Sierra LD	55,050	46,596	18.1	101,273	92,978	8.9
<b>TOTAL Sierra</b>	<b>80,188</b>	<b>75,810</b>	<b>5.8</b>	<b>148,785</b>	<b>143,008</b>	<b>4.0</b>
Terrain	27,259	19,697	38.4	49,123	37,625	30.6
Yukon	21,449	22,269	-3.7	39,462	41,992	-6.0
<b>GMC Total</b>	<b>159,585</b>	<b>156,005</b>	<b>2.3</b>	<b>283,963</b>	<b>286,613</b>	<b>-0.9</b>
BrightDrop Zevo 400 / 600	490	298	64.4	746	298	150.3
<b>GM Vehicle Total*</b>	<b>696,086</b>	<b>691,978</b>	<b>0.6</b>	<b>1,290,319</b>	<b>1,295,186</b>	<b>-0.4</b>

77 selling days for QUARTER 2 this year and 77 selling days for the same QUARTER last year.  
 Vehicle Total \* Includes discontinued models.

	<b>June 2024</b>
<b>Dealer Inventory</b>	<b>581,001</b>

Dealer inventory total includes units in-transit to dealers.



2024 Cadillac LYRIQ



# Growing in EVs, Pulling Ahead in Trucks and Loading the Bases with New SUVs

U.S. Second Quarter and First Half Sales

July 2, 2024

# Second Quarter Highlights

## #1 in Sales

696,086 total deliveries, up 0.6%

Chevrolet, GMC, Buick and Cadillac all posted retail gains

## #1 in Full-Size Pickups

best quarterly total sales since 2021

## Record EV Sales

21,930 deliveries, up 34% over Q1 and 40% year-over-year

## Best Quarter

total sales since Q4 2020

## 8

consecutive quarters of year-over-year retail sales growth, Q2 deliveries up 4%

## 6

consecutive quarters of year-over-year sales growth for Buick



*\*All comparisons are year-over-year, unless otherwise noted*

# First Half Highlights

## #1 in Sales

1,290,319 total deliveries, down 0.4%  
Chevrolet, GMC, Buick and Cadillac  
all posted retail gains

## Best

full-size pickup sales  
since 2007, up 5% year-to-date

## Best

midsize pickup sales since 2019,  
up 31% year-to-date

## Best H1

retail sales since 2021

## 5%

retail sales increase

## #1

total full-size SUV and  
affordable small SUV sales<sup>1</sup>



*\*All comparisons are year-over-year, unless otherwise noted*

*<sup>1</sup>GM defines affordable SUVs as the group of lowest priced SUVs available in U.S. (base MSRP less than \$27,000)*

## Record EV Deliveries

- 38,355 first half deliveries, including 21,930 in the second quarter – both GM records
- GM retail EV registrations up 17% year-to-date, outpacing the retail industry's 10% gain<sup>1</sup>; GM will offer 10 EV nameplates by year-end
- Top states for GM EVs: California, Texas, Florida, New York, Michigan

## Truck Leadership

- Full-size pickup retail market share up 1.6 ppts. to 44.5%<sup>4</sup>
- Midsize pickup retail market share up 12.5 ppts. to 28.2%<sup>4</sup>

## Full-Court Press on SUVs

- GM will offer 8 all-new or redesigned ICE SUVs by year-end, starting with the Chevrolet Traverse – available now

## Strong Fundamentals

- Our dealers who use the CDK platform are working to meet strong customer demand under difficult circumstances. Some deliveries may be delayed until Q3.
- On average, GM's incentives as a % of ATP have been 100 basis points lower than the industry across the last five quarters; second quarter incentives were 4% of ATP<sup>2</sup>
- Healthy GM inventory levels, up slightly quarter to quarter and on plan at 66 days supply (581,001 units)<sup>3</sup>
- GM Envolv fleet deliveries down 10% in the second quarter and down 16% in first half primarily due to lower sales to daily rental companies

*“We have an incredible portfolio of diverse vehicles and we’re flexible, so we can win as more customers embrace EVs and we can keep winning if they want to stay with the engine technologies they know.”*

**MARISSA WEST**

GM SENIOR VICE PRESIDENT AND  
PRESIDENT, NORTH AMERICA



2024 Chevrolet Traverse RS

<sup>1</sup>S&P Global Mobility, Jan. – April 2024

<sup>2</sup>J.D. Power PIN (Q2 2024 through June 2024)

<sup>3</sup>Includes grounded and units in-transit to dealers; selling day adjusted

<sup>4</sup>J.D. Power PIN, June 16, 2024



# Best First Half Retail Sales Since 2021

## 8 Consecutive Quarters of Retail Sales Growth

- Silverado** Best retail segment share since 2022; HD is fastest growing truck in first half retail share (25.2%)<sup>1</sup>
- Colorado** Sales up 35% in Q2 and best Q2 since 2019
- Trax** 5 consecutive quarters of year-over-year sales growth of 100% or more; best-ever quarterly sales and quarterly retail share
- Corvette** Best first half sales since 2015
- Traverse** Fastest growing vehicle in the segment since launch in April<sup>1</sup>, with high demand and limited inventory

## EV Momentum

- 40% of Blazer EV buyers are new to GM, winning customers from Jeep, Ford, Hyundai/Kia
- Game-changing Equinox EV – the most affordable EV with more than 300 miles of EPA-estimated range<sup>2</sup> – arriving at dealers now
- Silverado EV RST – the longest-range electric truck, even while towing – began deliveries in June



2024 Chevrolet Silverado HD ZR2

*\*All comparisons are year-over-year, unless otherwise noted*

<sup>1</sup>J.D. Power PIN, June 16, 2024

<sup>2</sup>Based on comparison of starting-at MSRP of the 2024 Chevrolet Equinox EV 2LT with that of competing EVs. 319 miles on a full charge with FWD. Actual range may vary based on several factors, including ambient temperature, terrain, battery age and condition, loading and how you use and maintain your vehicle.



# Best Second Quarter Retail Sales Since 2015

## Winning in the Fastest-Growing EV Market

- The LYRIQ is one of the fastest-growing EVs in the industry, with second quarter sales 26% higher than the first quarter
  - Outsold all European EVs in first half<sup>1</sup>
  - During the second quarter, more than half of buyers with a trade-in were conquests from a competing manufacturer, including Tesla and Lexus<sup>1</sup>
  - Cadillac retail sales are up 5% this year, including a 24% increase in California driven by the LYRIQ
- The luxury segment is the fastest growing part of the EV market with registrations up 56% year-to-date<sup>2</sup> and Cadillac is increasingly well positioned with the ESCALADE IQ, OPTIQ and CELESTIQ launching this year, followed by the VISTIQ in 2025



2025 Cadillac OPTIQ

*\*All comparisons are year-over-year, unless otherwise noted*

<sup>1</sup>J.D. Power PIN, June 16, 2024

<sup>2</sup>U.S. Retail EV registrations, Jan-April 2024 Polk Automotive Solutions





# Best Quarterly & First Half Sales Since 2021



2025 Buick Enclave

## 6 Consecutive Quarters of Year-Over-Year Sales Growth

- Total Buick sales have increased 18 of the last 19 months
- Q2 sales up 6% and first half up 11%
- Envista: 3 consecutive quarters of record sales, and 60% buyers are new to GM
- Envista market share up 1.4 pts. quarter over quarter<sup>1</sup>
- The Enclave, Buick's flagship 3-row SUV, will be the brand's first nameplate to offer Super Cruise hands-free driver assistance technology when it launches this summer

*\*All comparisons are year-over-year, unless otherwise noted*

<sup>1</sup>J.D. Power PIN, June 16, 2024



# Best Second Quarter Sales Since 2005



2024 GMC HUMMER EV SUV

## Best-Ever First Half Retail Share<sup>1</sup>

- Retail sales up 7% in the second quarter; up 5% in the first half
- 30% of GMC's retail customers choose Denali and Denali Ultimate models
- Especially strong demand for GMC's pickups and the Terrain
  - Sierra: best-ever first half sales and retail share<sup>1</sup>; record Q2
  - Canyon: best first half sales since 2019; fastest growing midsize pickup in the industry
  - Terrain: best second quarter ever
- Majority of GMC's portfolio will be all-new or redesigned by year-end, including Acadia, Sierra EV Denali, Terrain, Yukon/Yukon XL

## HUMMER EV's Best Quarter Ever

- Sales up 76% over Q1
- Almost 70% of buyers are new to GM
- 60%/40% split between SUV and Pickup
- “The Hummer EV SUV is a trail master with few peers. What GM engineers have done with its all-electric drive is unreal.”  
– *Road & Track*, May 2024

\*All comparisons are year-over-year, unless otherwise noted

<sup>1</sup>J.D. Power PIN, June 16, 2024

# 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; (2) our ability to timely fund and introduce new and improved vehicle models; (3) our ability to profitably deliver a broad portfolio of EVs; (4) the success of our current line of internal combustion engine vehicles; (5) our highly competitive industry; (6) the unique technological, operational, regulatory and competitive risks related to the timing and commercialization of AVs, including the various regulatory approvals and permits required for operating driverless AVs in multiple markets; (7) risks associated with climate change; (8) global automobile market sales volume; (9) inflationary pressures, persistently high prices, uncertain availability of raw materials and commodities, and instability in logistics and related costs; (10) our business in China, which is subject to unique operational, competitive, regulatory and economic risks; (11) the success of our ongoing strategic business relationships and of our joint ventures; (12) the international scale and footprint of our operations, which exposes us to a variety of unique political, economic, competitive and regulatory risks; (13) any significant disruption at any of our manufacturing facilities; (14) the ability of our suppliers to deliver parts, systems and components without disruption and at such times to allow us to meet production schedules; (15) pandemics, epidemics, disease outbreaks and other public health crises; (16) 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; (17) our ability to manage risks related to security breaches and other disruptions to our information technology systems and networked products; (18) our ability to comply with increasingly complex, restrictive and punitive regulations relating to our enterprise data practices; (19) our ability to comply with extensive laws, regulations and policies applicable to our operations and products, including those relating to fuel economy, emissions and AVs; (20) costs and risks associated with litigation and government investigations; (21) the costs and effect on our reputation of product safety recalls and alleged defects in products and services; (22) any additional tax expense or exposure or failure to fully realize available tax incentives; (23) our continued ability to develop captive financing capability through GM Financial; and (24) 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.

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. 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.

**GM’s third quarter sales results will be reported on Tuesday, Oct. 1, 2024.**

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Model	Q1 (January-March) Sales	
	2023	2024
ALL 911	2,510	1,930
ALL 718	1,124	797
ALL TAYCAN	1,527	1,247
ALL PANAMERA	1,006	523
ALL CAYENNE	4,293	3,261
ALL MACAN	6,980	5,671
<b>GRAND TOTALS</b>	<b>17,440</b>	<b>13,429</b>