

What You Need to Know: GM Year-End Sales

By Luke Lewis

SALES RESULTS DECEMBER 2017



On Tuesday, GM reported year-end sales. Below you'll find helpful "What You Need to Know" talking points that provide additional insight into our sales numbers and the various factors that influenced them.

- GM delivered 3,002,241 vehicles in the U.S., including more than 1.3 million trucks and 965,090 crossovers. The company reduced year-end inventories more than its target. Inventories were 752,554 units, down 90,000 from a year ago. Days supply was 63 days.

- Chevy's retail market share has climbed steadily over the past three years, from 10.2 percent in 2014 to an estimated 11.2 percent.

- GM was the fastest growing crossover company in 2017 based on retail market share. GM's share grew 1.6 percentage points to 13.1 percent. The only other major automaker to gain retail share was up less than one point.

- GM outperformed every other automaker for the fourth year in a row when it comes to selling pickup trucks. A record 948,909 trucks were sold thanks to our three-truck strategy that offers a full range of mid-size, light- and heavy-duty pickups.

- For the fourth consecutive year, the Chevy Tahoe and Suburban, and the GMC Yukon and Yukon XL, earned more than 75 percent retail market share.

- Chevy delivered more than 43,669 EVs in 2017 with Bolt EV leading the charge at 23,297 despite only being available nationwide since August. Volt deliveries were 20,349 for the year.

- Total Commercial and Government deliveries were

more than 296,000 units – the most since 2008. Commercial and Government deliveries are now the largest component of GM's fleet deliveries, following a cumulative reduction of 170,000 rental deliveries since 2014.

- As we look ahead to 2018, GM is well positioned due to low inventories and our continued efforts to quickly adapt our strategy to meet customer demand.

The Chevy Bolt is crushing the Tesla Model 3

Matthew DeBord



Chevy sold over 3,000 Bolts in December

- Tesla will likely sell fewer Model 3's than that for the entire fourth quarter.
- If the sales trend continues, Chevy could be selling 5,000 Bolts every month by mid-2018.

Let's be honest: While it was impressive that General Motors beat Tesla to market with an affordable, long-range electric vehicle, launching the Chevy Bolt in late 2015, few expected Tesla be threatened by GM.

That's because Tesla had racked up an unprecedented 400,000-plus preorders for the Model 3, and it was assumed that once the car launched in mid-2017, it would rapidly outpace the Bolt in deliveries.

The outpacing hasn't happened yet — far from it. Tesla will probably deliver only a few thousand Model 3's for all of 2017. (We'll find out this week, most likely, when the company releases its fourth-quarter and full-year numbers.)

Meanwhile, the Bolt has exceeded expectations, with almost 24,000 sales in total in 2017 and a fairly impressive 3,000-plus in December. If the trend continues, Chevy

...continued

could see 5,000 monthly Bolt sales well before Tesla gets anywhere near that mark.



Tesla model 3

I suspect some of those Bolt sales could be attributed to, ironically, Tesla. The Model 3 hyped up the idea of an affordable, long-range EV, pressured GM to get into the game, and now that the Model 3 is falling far short of Tesla's goals, a significant number of buyers are choosing a Bolt.

This, unfortunately for Tesla, is what happens when demand can't be matched by product. It's a common occurrence in the auto industry; automakers suffer, for example, if they're trying to sell passenger cars when everybody wants to buy compact SUVs. Obviously, it's not as if people don't want to buy the Model 3 — and I think there's a good chance that the market is much bigger than the huge preorder tally would indicate.

For much of 2016, it was easy to scoff at all the "Tesla-killers" en route to market. That mountain of Model 3 preorders made the scoffing effortless. But with the Bolt a sudden success, a Tesla Model 3 killer, at least, is what GM has on its hands.



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Got POWERLine?

Have the POWERLine emailed directly to you. How? Send an email to daniel.macut@gm.com and simply type POWERLine in the subject line and I will add you to the mailing list. Thanks!

How to contact us...

Plant Communications Manager - Kevin Nadrowski
Communications Coordinator - UAW: Daniel Macut
Contact: daniel.macut@gm.com or 419.450.0947

Email submissions to daniel.macut@gm.com
Member UAW - LUCA Local Union Communication Association

Deadline for POWERLine is 3:00 p.m. Tuesday.

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