What You Need to Know: Second Quarter Sales 2019

GM deliveries were in line with industry, crossovers sales set a new second quarter record and crew cab pickups were up double digits for the second consecutive quarter ...

On July 8th, General Motors reported Second Quarter 2019 sales. With a total of 746,659 vehicles sold, deliveries were down 1.5 percent when compared to the second quarter of 2018. New crew cab pickups gained 12 percent and crossovers set a new, second quarter record with 17 percent growth year over year.

One big shift this quarter is that GM will begin breaking out deliveries of its full-size light- and heavy-duty pickups to give investors and other stakeholders a clear view of the company's sales performance in these vibrant segments.

Below you'll find helpful talking points from GM and notes about what industry experts are saying, giving you additional insight into our sales numbers and the factors that influenced them.

•GM sales were in-line with estimates for industry sales and even in terms of retail market share from last year thanks to truck and crossover deliveries offsetting lower passenger car sales. [Detroit News]

•Sales of regular and double cab pickup trucks were down year over year; this is due to limited availability as GM ramps up for new Silverado and Sierra production. Full production of all cab styles started in March for retail and fleet, so inventory is now approaching target levels. [Yahoo! Finance]

•Sales of the Chevrolet Silverado 1500 crew cab and GMC Sierra 1500 crew cab models were both up 12 percent year over year; in fact, GM's crew cab mix has risen from 60 percent of sales to almost 75 percent. [Automotive World]

•"The U.S. economy continues to grow at a healthy pace. Jobs are plentiful and inflation remains low," said GM Chief Economist Elaine Buckberg. "Auto demand was better than anticipated in the first half and we expect strong performance in the second half of the year."

•"The light-duty segment is the highest-volume part of the pickup market and we are expanding choice to make sure that we meet the needs of every customer," said Kurt McNeil, U.S. vice president, Sales Operations. "Heavy-duty trucks, by contrast, are about 25 percent of full-size pickup sales. Our HDs are purposebuilt machines for people who need maximum capability, and we are poised for significant growth."

What Others Are Saying

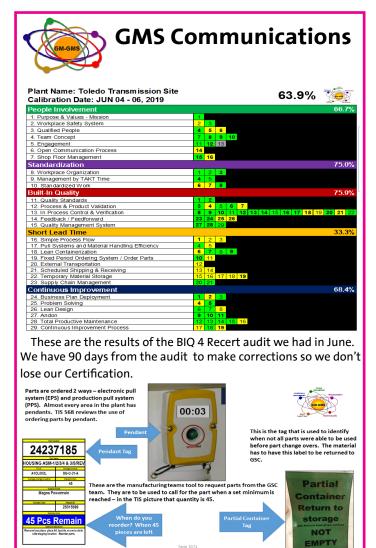
•"It is not crucial for Silverado to be No. 2," said Michelle Krebs, executive analyst for AutoTrader. "What is crucial is for GM to make as much profit as possible on its pickup trucks as it invests in future technologies like electric vehicles, autonomous vehicles and mobility services. Today's sales and profits will fuel the future and GM has aggressive plans." [Read more at Detroit Free Press]

•Trucks have become even more crucial [to the bottom line] as consumers have thumbed their nose at passenger cars and

taken some wind out of the broader U.S. auto market's sails. The industry is headed for the second annual sales decline in three years. [Read more at Bloomberg]

•Major automakers on Tuesday posted mixed U.S. sales results for June and the second quarter, with demand still fairly strong for SUVs and pickup trucks while passenger car sales continued a long-running decline. [Read more at Reuters]

•For the first time, GM breaks out sales of its heavy duty pickups, which were down for the quarter. The Silverado HD fell 15.9%, while the Sierra HD was off 2.9% But perhaps more interesting is the volume GM does in light-duty pickups -- the trucks that go up against the Ford F-150 and Ram 1500. While sales were down for the Silverado and Sierra LD models, they represent a healthy three-quarters of GM's overall pickup sales. Much has been made -- and rightly so -- of Ram overtaking Silverado and nipping at wheels of the F-Series. But GM's strength in light duty pickups shows the race in that critical sub-segment of trucks may be tighter than it appears. [Bloomberg terminal blog]





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MIS Shoe Truck Schedule

DATE	TIME
Jul 23 Jul 24	1 pm to 8 pm 6 am to 12 pm / 1 pm to 3 pm
Aug 27	6 am to 12 pm / 1 pm to 3 pm
Sep 24 Sep 25	1 pm to 8 pm 6 am to 12 pm / 1 pm to 3 pm
Oct 29	6 am to 12 pm / 1 pm to 3 pm
Nov 26 Nov 27	1 pm to 8 pm 6 am to 12 pm / 1 pm to 3 pm
Dec 18	6 am to 12 pm / 1 pm to 3 pm

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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

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