



2024 Chevrolet Blazer EV
2024 MotorTrend SUV of the Year



2024 Chevrolet Colorado
2024 MotorTrend Truck of the Year



2024 Chevrolet Trax
Car and Driver's 10Best Trucks and SUVs



2024 Chevrolet Corvette E-Ray (shown) and Stingray
Car and Driver's 10Best Cars



2024 Cadillac CT4-V Blackwing
Car and Driver's 10Best Cars



2024 Cadillac CT5-V Blackwing
Car and Driver's 10Best Cars



GM Delivers Another Year of Firsts

2023 U.S. Fourth Quarter and Full-Year Sales

January 3, 2024

2023: Another Year of Firsts

#1

total sales
2.6M vehicles sold,
up 14%

#1

commercial fleet deliveries
total GM Enclave
sales up 20%

#1

OEM
in the J.D. Power
U.S. Initial Quality Study

#1

brand (Buick)
in the J.D. Power
U.S. Sales Satisfaction
Index Study, followed by GMC

#1

total trucks
(10th straight year¹)
1.3M full-size pickups and vans,
midsize pickups and
full-size SUVs sold

#1

full-size pickups²
(4th straight year)
841K sold

#1

full-size SUVs
(49th straight year)
245K sold

#1

affordable small SUVs³
343K sold



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

¹Excludes medium duty pickups

²Includes LD and HD

³GM defines affordable SUVs as the group of lowest priced SUVs available in U.S. (base MSRP less than \$27,000)

“GM has tremendous momentum. We grew our market share in 2023, maintaining strong pricing and low incentives. We led the industry in trucks and had great success with our affordable SUVs like the Chevrolet Trax and Buick Envista, some of today’s hottest-selling vehicles. In 2024, we expect industry sales to remain strong and we’re excited about the opportunities ahead as we expand customer choice with new vehicles like the Chevrolet Equinox EV and Cadillac Escalade IQ.”

MARISSA WEST

GM SENIOR VICE PRESIDENT AND
PRESIDENT, NORTH AMERICA



2024 Chevrolet Silverado EV WT

2023: Strong Demand Drives Market Share Growth

- 16 million (est.) vehicle U.S. industry total
- Grew total market share 0.3 pts. to 16.3% (est.) with ATPs that are 112% of the industry average and incentives that are 9% of the industry average
- Increased total sales for six consecutive quarters, with total EV sales of 75,883 units (up 93%)
- 456,686 vehicles in inventory¹, on target with GM objective

2024: GM Momentum Continues

- Forecasting 16 million vehicle U.S. industry total
- Scaling production of Cadillac LYRIQ, Chevrolet Silverado EV, GMC HUMMER EV, Chevrolet Blazer EV
- New EVs launching include the Chevrolet Equinox EV, Cadillac Escalade IQ, Cadillac CELESTIQ, Cadillac OPTIQ
- New or redesigned ICE models launching include the GMC Acadia, Chevrolet Equinox, Buick Envision, Chevrolet Traverse, Cadillac CT5, GMC Yukon, Chevrolet Tahoe, Chevrolet Suburban



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

¹As of Jan. 2, 2023

New Affordable Models Helped GM Deliver More Than 1 Million Crossovers in 2023

- GM leads in affordable small SUVs with best-ever full-year sales driven by the new Chevrolet Trax and Buick Envista
- Chevrolet is #1 in affordable small SUV segment, with 26% retail market share for Trax and Trailblazer (+14 pts.)¹
- Buick Envista sales growing fast, with 69% of buyers new to Buick² and the highest percentage of owners aged 18-35 across all GM nameplates (26%)¹

1,067,687

total crossovers sold
(includes compact, small,
midsize and luxury)

~400%+

Chevrolet Trax retail market share increase
in small SUV segment since launch
(4% in April 2023 to 22% in Nov. 2023.)¹



2024 Chevrolet Trax



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

¹J.D. Power Power Info Network

²Envista early buyer study

Growth Across All Brands



2023 Highlights

- Sales up 13%
- Silverado highest-ever ATPs led by fast-turning off-road capable trims and increased loyalty
- Record year for combined Bolt EV and Bolt EUV sales, up 63% (62,045 units)
- Record sales of crossovers (up 36%), led by Trax (up 31%) and Trailblazer (up 82%)
- Tahoe #1 in segment with sales up 4%, best since 2007
- Suburban sales up 4%, best since 2018

- Sales up 9%
- Best total sales since 2019, best retail sales since 2017
- Record year for CT5 sales (up 17%) and record retail sales for CT4
- Escalade sales up 4%, best since 2007
- Record year for V-Series and Blackwing sales, up 55%

- Sales up 61%, including much higher sales per dealer
- Fastest-growing mainstream brand in the industry
- Encore GX sales up 92%
- Envision sales up 71%
- Envista off to a fast start with 13,302 units sold
- Record sales of Avenir luxury trim, now offered across all Buick models

- Sales up 9%
- Best total sales since 2019, best retail sales since 2017
- Best-ever Sierra sales (up 22%) and retail market share
- Sierra's record ATPs lead the full-size pickup segment
- Record sales of AT4 and Denali

- Sales up 20%, #1 in commercial fleet deliveries for the 2nd straight year
- Government sales up 28%, best since 2012
- GM won both 2023 Automotive Fleet Car and Truck of the Year awards: Chevrolet Bolt EV was first EV to win; Chevrolet Silverado won for 5th time
- Chevrolet Blazer EV became the first GM EV to earn police pursuit certification, outperforming Ford's Mustang Mach-E¹

Fourth Quarter Highlights

- Sales down less than 1%, compared to strong Q4 2022
- Record sales for Trax and Trailblazer
- Equinox sales up 20%

- Sales down 7%, compared to strong Q4 2022
- Best LYRIQ sales since launch

- Sales up 57%
- Enclave sales up 42%
- Envision sales up 23%

- Sales down less than 7%, compared to strong Q4 2022
- HUMMER EV sales up 74% compared to third quarter

- Sales down 31%, which reflects the impact of the UAW strike on Commercial deliveries, compared to strong Q4 2022

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

¹Average lap time, high-speed acceleration and performance consistency in Michigan State Police test

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 first quarter sales results will be reported on Tuesday, April 2, 2024.

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GM U.S. DELIVERIES FOR QUARTER 4 2023

	QUARTER 4			(CALENDAR YEAR-TO-DATE)		
	2023	2022	%Change Volume	2023	2022	%Change Volume
Enclave	10,929	7,719	41.6	39,411	30,533	29.1
Encore	122	2,487	-95.1	5,887	13,718	-57.1
Encore GX	13,755	9,052	52.0	64,149	33,348	92.4
Envision	9,439	7,663	23.2	44,281	25,871	71.2
Envista	7,917	-	*** *	13,302	-	*** *
Buick Total*	42,162	26,921	56.6	167,030	103,519	61.4
CT4	1,805	2,180	-17.2	9,144	9,271	-1.4
CT5	4,196	5,391	-22.2	18,593	15,896	17.0
Escalade	10,206	10,568	-3.4	41,689	40,247	3.6
LYRIQ	3,820	86	4341.9	9,154	122	7403.3
XT4	4,900	6,803	-28.0	22,707	21,774	4.3
XT5	6,496	8,446	-23.1	26,808	27,340	-1.9
XT6	4,955	5,661	-12.5	19,119	20,053	-4.7
Cadillac Total*	36,378	39,135	-7.0	147,214	134,726	9.3
Blazer	16,653	16,631	0.1	65,511	67,246	-2.6
<i>*Blazer EV</i>	463	-	*** *	482	-	*** *
Bolt EV / Bolt EUV	12,551	16,108	-22.1	62,045	38,120	62.8
Camaro	6,340	5,475	15.8	31,028	24,652	25.9
Colorado	12,396	20,602	-39.8	71,081	89,197	-20.3
Corvette	8,915	9,130	-2.4	34,353	34,510	-0.5
Equinox	58,559	48,748	20.1	212,701	212,072	0.3
Express	10,114	16,360	-38.2	40,660	52,888	-23.1
LCF	1,854	1,532	21.0	5,207	5,764	-9.7
Malibu	18,893	35,668	-47.0	130,342	115,467	12.9
Silverado HD	50,518	47,462	6.4	188,544	188,751	-0.1
Silverado LD	89,398	91,413	-2.2	354,775	324,603	9.3
Silverado MD	3,474	3,037	14.4	11,829	9,895	19.5
TOTAL Silverado	143,390	141,912	1.0	555,148	523,249	6.1
<i>*Silverado EV</i>	443	-	*** *	461	-	*** *
Suburban	10,144	16,045	-36.8	52,820	50,951	3.7
Tahoe	26,235	31,123	-15.7	110,328	105,756	4.3
Trailblazer	18,535	18,956	-2.2	111,014	60,888	82.3
Traverse	22,556	27,271	-17.3	123,555	96,965	27.4
Trax	44,127	4,715	835.9	109,382	26,597	311.3
Chevrolet Total*	412,176	413,560	-0.3	1,716,280	1,518,048	13.1
Acadia	10,774	13,942	-22.7	66,322	53,014	25.1
Canyon	3,107	6,408	-51.5	22,458	27,819	-19.3
HUMMER EV	2,028	72	2716.7	3,244	854	279.9
Savana	2,527	7,100	-64.4	21,788	25,569	-14.8
Sierra HD	27,969	27,463	1.8	106,449	99,118	7.4
Sierra LD	51,541	44,952	14.7	189,288	142,404	32.9
TOTAL Sierra	79,510	72,415	9.8	295,737	241,522	22.4
Terrain	17,229	20,948	-17.8	71,857	86,567	-17.0
Yukon	19,121	22,760	-16.0	82,271	82,304	0.0
GMC Total	134,296	143,645	-6.5	563,677	517,649	8.9
Zevo 400	14	-	*** *	14	-	*** *
Zevo 600	150	-	*** *	483	146	230.8
BrightDrop Total	164	-	*** *	497	146	240.4
GM Vehicle Total*	625,176	623,261	0.3	2,594,698	2,274,088	14.1

76 selling days for QUARTER 4 this year and 78 selling days for the same QUARTER last year.
 Vehicle Total * Includes discontinued models.

	December 2023
Dealer Inventory	456,686

Dealer inventory total includes units in-transit to dealers.

TOYOTA U.S. SALES SUMMARY								
December 2023								
-- CURRENT MONTH --					-- CALENDAR YEAR TO DATE --			
	2023	2022	DSR %	VOL %	2023	2022	DSR %	VOL %
TOTAL TMNA	226,116	180,147	30.3	25.5	2,248,477	2,108,458	7.0	6.6
TOTAL TOYOTA DIV.	188,338	160,039	22.2	17.7	1,928,228	1,849,754	4.6	4.2
TOTAL LEXUS DIV.	37,778	20,108	95.1	87.9	320,249	258,704	24.2	23.8
COROLLA	23,400	17,982	35.1	30.1	232,370	222,216	4.9	4.6
SUPRA	245	258	-1.4	-5.0	2,652	4,952	-46.3	-46.4
GR86 (INCL FR-S)	790	860	-4.6	-8.1	11,078	11,996	-7.4	-7.7
MIRAI	23	303	-92.1	-92.4	2,737	2,094	31.1	30.7
CROWN	2,271	0	0	0	19,063	0	0	0
AVALON	0	12	-100.0	-100.0	55	12,215	-99.5	-99.5
PRIUS	5,178	4,907	9.6	5.5	38,052	36,919	3.4	3.1
CAMRY	25,405	25,906	1.8	-1.9	290,649	295,201	-1.2	-1.5
TOTAL TOYOTA DIV. CAR	57,312	50,228	18.5	14.1	596,656	585,593	2.2	1.9
IS	2,090	1,922	12.9	8.7	22,521	21,386	5.7	5.3
RC	169	207	-15.2	-18.4	1,752	2,648	-33.6	-33.8
ES	3,873	3,395	18.5	14.1	39,117	41,735	-6.0	-6.3
LS	181	223	-15.7	-18.8	2,234	2,679	-16.3	-16.6
LC	154	178	-10.2	-13.5	1,761	1,387	27.4	27.0
TOTAL LEXUS DIV. CAR	6,468	5,925	13.4	9.2	67,388	69,837	-3.2	-3.5
TOTAL TMNA CAR	63,780	56,153	18.0	13.6	664,044	655,430	1.6	1.3
C-HR	1	604	-99.8	-99.8	777	12,141	-93.6	-93.6
BZ4X	669	634	9.6	5.5	9,329	1,220	667.2	664.7
RAV4	47,044	33,489	45.9	40.5	434,943	399,941	9.1	8.8
COROLLA CROSS	7,484	5,609	38.6	33.4	71,110	56,666	25.9	25.5
VENZA	2,555	2,924	-9.3	-12.6	29,907	33,683	-10.9	-11.2
HIGHLANDER	12,330	20,247	-36.8	-39.1	169,543	222,805	-23.7	-23.9
GRAND HIGHLANDER	8,354	0	0	0	48,036	0	0	0
4RUNNER	12,275	7,291	74.8	68.4	119,238	121,023	-1.2	-1.5
SEQUOIA	2,468	2,073	23.6	19.1	22,182	5,314	318.8	317.4
LAND CRUISER	1	3	-65.4	-66.7	7	48	-85.4	-85.4
TOTAL TOYOTA DIV. SUV	93,181	72,874	32.8	27.9	905,072	852,841	6.5	6.1
SIENNA	5,857	6,107	-0.4	-4.1	66,547	69,751	-4.3	-4.6
TACOMA	19,475	20,855	-3.0	-6.6	234,768	237,323	-0.8	-1.1
TUNDRA	12,513	9,975	30.3	25.4	125,185	104,246	20.5	20.1
TOTAL TOYOTA DIV. PICKUP	31,988	30,830	7.7	3.8	359,953	341,569	5.7	5.4
TOTAL TOYOTA DIV. TRUCK	131,026	109,811	23.9	19.3	1,331,572	1,264,161	5.7	5.3
UX	883	1,060	-13.5	-16.7	11,846	10,237	16.1	15.7
NX	8,579	6,088	46.3	40.9	74,526	49,002	52.6	52.1
RZ	1,025	0	0	0	5,386	0	0	0
RX	12,248	3,769	237.5	225.0	114,033	96,041	19.1	18.7
TX	3,734	0	0	0	8,201	0	0	0
GX	4,256	2,828	56.3	50.5	31,910	29,945	6.9	6.6
LX	585	438	38.7	33.6	6,959	3,642	91.7	91.1
TOTAL LEXUS DIV. TRUCK	31,310	14,183	129.2	120.8	252,861	188,867	34.3	33.9
TOTAL TMNA TRUCK	162,336	123,994	36.0	30.9	1,584,433	1,453,028	9.4	9.0
Selling Days	26	27			306	307		

DSR = Daily Selling Rate

TOYOTA U.S. ELECTRIFIED VEHICLE SALES SUMMARY

December 2023

-- CURRENT MONTH --

-- CALENDAR YEAR TO DATE --

	2023	2022	DSR %	VOL%	2023	2022	DSR %	VOL%
TOYOTA PRIUS HYBRID	4,080	2,964	42.9	37.7	30,495	25,062	22.1	21.7
TOYOTA PRIUS PRIME	1,098	1,943	-41.3	-43.5	7,557	11,857	-36.1	-36.3
TOYOTA COROLLA HYBRID	4,905	3,254	56.5	50.7	47,990	27,799	73.2	72.6
TOYOTA CAMRY HYBRID	4,860	1,411	257.7	244.4	35,445	41,830	-15.0	-15.3
TOYOTA AVALON HYBRID	0	5	-100.0	-100.0	9	3,565	-99.7	-99.7
TOYOTA MIRAI	23	303	-92.1	-92.4	2,737	2,094	31.1	30.7
TOYOTA CROWN	2,271	0	0	0	19,063	0	0	0
TOYOTA SIENNA HYBRID	5,857	6,107	-0.4	-4.1	66,539	69,720	-4.3	-4.6
TOYOTA HIGHLANDER HYBRID	3,427	6,565	-45.8	-47.8	49,654	43,711	14.0	13.6
TOYOTA GRAND HIGHLANDER HYBRID	2,077	0	0	0	11,986	0	0	0
TOYOTA SEQUOIA HYBRID	2,467	2,070	23.8	19.2	22,151	4,797	363.3	361.8
TOYOTA BZ4X BEV	669	634	9.6	5.5	9,329	1,220	667.2	664.7
TOYOTA RAV4 HYBRID	19,357	8,086	148.6	139.4	161,125	149,938	7.8	7.5
TOYOTA RAV4 PRIME	2,605	1,018	165.7	155.9	26,073	18,567	40.9	40.4
TOYOTA COROLLA CROSS HYBRID	2,737	0	0	0	15,437	0	0	0
TOYOTA VENZA HYBRID	2,555	2,924	-9.3	-12.6	29,907	33,683	-10.9	-11.2
TOYOTA TUNDRA HYBRID	4,035	2,261	85.3	78.5	30,303	15,011	102.5	101.9
LEXUS ES HYBRID	1,179	1,140	7.4	3.4	12,677	13,607	-6.5	-6.8
LEXUS UX HYBRID	883	1,060	-13.5	-16.7	11,844	6,884	72.6	72.1
LEXUS NX HYBRID	3,157	2,005	63.5	57.5	21,435	13,873	55.0	54.5
LEXUS NX PLUG-IN HYBRID	554	258	123.0	114.7	5,265	3,507	50.6	50.1
LEXUS RZ BEV	1,025	0	0	0	5,386	0	0	0
LEXUS RX HYBRID	3,204	1,003	231.7	219.4	32,965	17,194	92.4	91.7
LEXUS RX PLUG-IN HYBRID	282	0	0	0	656	0	0	0
LEXUS TX HYBRID	489	0	0	0	1,155	0	0	0
LEXUS LS HYBRID	8	8	3.8	0	107	78	37.6	37.2
LEXUS LC HYBRID	4	1	315.4	300.0	37	19	95.4	94.7
TOTAL TMNA Electrified Vehicles	73,808	45,020	70.3	63.9	657,327	504,016	30.8	30.4
TOTAL TOYOTA Electrified Vehicles	63,023	39,545	65.5	59.4	565,800	448,854	26.5	26.1
TOTAL LEXUS Electrified Vehicles	10,785	5,475	104.6	97.0	91,527	55,162	66.5	65.9
TOTAL TMNA SALES RATIO	32.6%	25.0%			29.2%	23.9%		
Selling Days	26	27			306	307		



Ford U.S. Sales Rise 7.1% to Nearly 2 Million Vehicles in 2023

- ✓ America's No. 1 Truck Seller; F-Series Leads Across Gas, Hybrid and Electric
- ✓ America's No. 1 Commercial Vehicle Seller; Ford Commercial Vans Top Sales for 45th Straight Year
- ✓ America's No. 2 Electric Vehicle Brand; EV Sales Rose 18 percent
- ✓ Record Sales of Bronco Family and Maverick Bring New Customers to Brand
- ✓ Poised for Growth in 2024 with New F-150, Ranger, Explorer, Expedition and Lincoln Aviator, Navigator, Nautilus

DEARBORN, Mich., January 4, 2024 – Ford continued to broaden consumers' options in 2023, solidifying its leadership in gas vehicle lines with its best-selling trucks and vans, while also accelerating sales of its electric and hybrid vehicles to new records.

Ford's electric vehicles posted record Q4 sales to cap off a record EV year. Ford sold 25,937 EVs in Q4 (up 24 percent over Q3 sales) and 72,608 vehicles for the year (up 18 percent). Growth came from America's best-selling electric truck, F-150 Lightning (up 74 percent for Q4) and Mustang Mach-E sales of 40,771 for the year – up 3 percent for the year and its best year of sales since first launched in 2021.

Ford's E-Transit was America's best-selling electric van nameplate in 2023 on sales of 7,672 – up 18 percent over 2022.

"In a year of challenges, from a labor strike to supply issues, our amazing lineup of gas, electric and hybrid vehicles and our fantastic dealers delivered solid growth and momentum. We have the products that customers want," said Jim Farley, Ford president and CEO. "I am especially proud Ford remained the No. 2 EV brand in America and our next-gen, digitally advanced new EVs are on the way.

"Now we are spring-loaded for 2024 with new versions coming of our most popular trucks and SUVs, a full year of new Super Duty and Mustang, and a big year for Lincoln."

Total Ford hybrid sales accelerated at year's end with record Q4 sales of 37,229 vehicles – up 55 percent. For the year, Ford hybrid vehicle sales were up 25 percent on record annual sales. Ford has both the first and second best-selling hybrid trucks in America, with Maverick Hybrid sales totaling 52,361 trucks, a 67 percent gain and more than half of Maverick's total sales in 2023. Total Maverick sales were up 26.5 percent. The F-150 Hybrid posted sales gains of 41 percent over a year ago on 2023 sales of 50,103.

Ford 2023 sales totaled 1,995,912 vehicles – up 7.1 percent over 2022 and the best since 2020.

Ford America's Truck Leader

For the 47th year in a row, Ford F-Series was America's best-selling truck and America's best-selling vehicle for the 42nd year in a row. It's a streak that spans four generations and has lasted longer than the entire lifespan of many other popular consumer products. In addition, the Ford F-150 Lightning was the No. 1 selling electric truck and the F-150 Hybrid the No. 1 selling full-size hybrid truck for 2023. In total, 750,789 customers chose a new Ford F-Series truck in 2023.

Ford again was the No. 1 selling truck manufacturer for Q4 and for full year 2023, providing customers what they want with electric, hybrid or gas-powered trucks. Ford sold 1,081,777 trucks and vans in 2023 – up 13 percent and outselling the second place’s total pickup and van sales by more than 65,000 for the year.

“Ford has the vehicle a customer wants – that has been key to our success in 2023, with our continued dominance in trucks and SUVs. We saw strong gains coming from gas-powered vehicles and record setting sales for our hybrid and electric vehicles,” said Andrew Frick, president, Ford Blue. “Customers know they get choice when they come to Ford. None of our competitors offer the powertrain choices that Ford has become known for in trucks. And it will continue with the launch of the new F-150 later this month.”

Ford F-Series expanded its lead in 2023, on sales of 750,789 – up 15 percent over the previous year and outselling second place Silverado by about 200,000 trucks. Gas- and diesel-powered F-Series sales were up 12 percent, while top selling F-150 Lightning and F-150 Hybrid achieved record sales for the year – up 55 and 41 percent, respectively.

Ford and Lincoln SUVs posted strong sales in 2023 – Bronco Family (up 8 percent), Edge (up 24 percent) and Expedition (up 18 percent). For the year, Lincoln Navigator sales expanded 33 percent on sales of 17,549. Lincoln SUVs closed the quarter up 9 percent on the strength of Aviator (up 11 percent) and Nautilus (up 42 percent).

Ford Pro Commercial Sales Success

The Ford Transit van was America’s No. 1 selling commercial van. Ford’s commercial vans have been a source of strength through the entire year marking 45 straight years of commercial van leadership, with sales up 21 percent in 2023 on sales of 190,016 vans. Transit van sales climbed 30 percent on sales of 129,009 for the year. Ford E-Series vans increased 34 percent this year on sales of 42,957 cutaway vans.

Ford Blue



Fast Start for all-new Mustang

Ford’s all-new 2024 Mustang initiated sales in August. Strong momentum continued into Q4 with total sales of 13,290 – up 21 percent.

Model e



Record EV Sales

For the year, Ford’s EV sales were up across the board, with F-150 Lightning, Mustang Mach-E and E-Transit all up 55, 3 and 18 percent, respectively. Ford was America’s No. 2 EV brand in 2023.

Ford Pro



Commercial Vehicle Leadership

Ford was No. 1 in commercial vehicles based on the most recent registration data through October. Commercial truck and van share grew to 40 percent, up 0.9 percentage points from the same period a year ago in class 1-7.

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 is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. More information about the company and its products and services is available at 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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FORD MOTOR COMPANY Q4 2023 U.S. SALES

	<u>Fourth Quarter</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2023</u>	<u>2022</u>	<u>Change</u>	<u>2023</u>	<u>2022</u>	<u>Change</u>
SALES BY BRAND						
Electric Vehicles	25,937	20,339	27.5	72,608	61,575	17.9
Hybrid Vehicles	37,229	23,946	55.5	133,743	106,705	25.3
Internal Combustion	<u>424,674</u>	<u>439,685</u>	-3.4	<u>1,789,561</u>	<u>1,696,184</u>	5.5
Total vehicles	487,840	483,970	0.8	1,995,912	1,864,464	7.1
SALES BY TYPE						
SUVs	217,952	202,914	7.4	865,499	861,256	0.5
Trucks	256,598	270,064	-5.0	1,081,777	955,543	13.2
Cars	<u>13,290</u>	<u>10,992</u>	20.9	<u>48,636</u>	<u>47,665</u>	2.0
Total vehicles	487,840	483,970	0.8	1,995,912	1,864,464	7.1
FORD BRAND						
EcoSport	0	3,007	-100.0	2,508	29,193	-91.4
Bronco Sport	31,101	19,571	58.9	127,476	99,547	28.1
Escape	37,355	28,059	33.1	140,968	137,370	2.6
Bronco	14,197	30,670	-53.7	105,665	117,057	-9.7
Mustang Mach-E	11,889	11,369	4.6	40,771	39,458	3.3
Edge	35,397	17,842	98.4	106,098	85,465	24.1
Explorer	48,667	51,430	-5.4	186,799	207,673	-10.1
Expedition	<u>16,969</u>	<u>20,400</u>	-16.8	<u>73,396</u>	<u>62,007</u>	18.4
Ford SUVs	195,575	182,348	7.3	783,681	777,770	0.8
F-Series	177,419	186,650	-4.9	750,789	653,957	14.8
<i>Memo: F-150 Lightning (electric)</i>	<i>11,905</i>	<i>6,857</i>	<i>73.6</i>	<i>24,165</i>	<i>15,617</i>	<i>54.7</i>
Ranger	831	10,712	-92.2	32,334	57,005	-43.3
Maverick	27,628	22,568	22.4	94,058	74,370	26.5
E-Series	12,455	9,927	25.5	42,957	32,150	33.6
Transit	30,957	31,049	-0.3	129,009	99,382	29.8
<i>Memo: E-Transit</i>	<i>2,143</i>	<i>2,113</i>	<i>1.4</i>	<i>7,672</i>	<i>6,500</i>	<i>18.0</i>
Transit Connect	3,926	4,957	-20.8	18,050	25,140	-28.2
Heavy Trucks	<u>3,382</u>	<u>4,201</u>	-19.5	<u>14,580</u>	<u>13,539</u>	7.7
Ford Trucks	256,598	270,064	-5.0	1,081,777	955,543	13.2
GT	0	24	-100.0	31	99	-68.7
Mustang	<u>13,290</u>	<u>10,968</u>	21.2	<u>48,605</u>	<u>47,566</u>	2.2
Ford Cars	<u>13,290</u>	<u>10,992</u>	20.9	<u>48,636</u>	<u>47,665</u>	2.0
Ford Brand	465,463	463,404	0.4	1,914,094	1,780,978	7.5
LINCOLN BRAND						
Corsair	6,901	7,391	-6.6	24,384	27,668	-11.9
Nautilus	5,437	3,838	41.7	24,334	20,635	17.9
Aviator	5,875	5,281	11.2	15,551	21,977	-29.2
Navigator	<u>4,164</u>	<u>4,056</u>	2.7	<u>17,549</u>	<u>13,206</u>	32.9
Lincoln SUVs	22,377	20,566	8.8	81,818	83,486	-2.0
Lincoln Brand	22,377	20,566	8.8	81,818	83,486	-2.0

News Release

Hyundai Motor America Reports Record-Breaking December, Q4 and 2023 Sales

- Total sales increased 11% in 2023; best total and retail sales year ever for Hyundai
- Third year in a row setting a new annual retail sales record
- Record-setting Q4 total sales for Hyundai; up 5%
- Hyundai sets best-ever December total sales; up 4%
- 17 consecutive months with increases in total sales

FOUNTAIN VALLEY, Calif., Jan. 3, 2024 – Hyundai Motor America reported total December sales of 75,164 units, a 4% increase compared with December 2022 and the highest December sales total in company history. This is the 17th month in a row Hyundai has achieved increases in total sales. Hyundai set total sales records in December for IONIQ 5 (+90%), Santa Fe PHEV (+3205%), Santa Fe HEV (+74%), Tucson (+8%), Tucson PHEV (+8455%) and Palisade (+95%). All-time total sales monthly records were set for Tucson PHEV, Santa Fe PHEV and Palisade.

“We finished 2023 with record-breaking total and retail sales and continued a trend initiated almost two years ago by consistently increasing monthly total sales in response to the surge in consumer demand for our products,” said Randy Parker, CEO, Hyundai Motor America. “2023 was also our third consecutive year of record-breaking retail sales. This unprecedented year also saw a stream of accolades for our products, a testament to our commitment to delivering exceptional vehicles. We remain dedicated to our customers and, in collaboration with our retail partners, look forward to 2024.”

Q4 and 2023 Year-End Sales

In Q4, Hyundai sold 206,048 vehicles, a Q4 total sales record, and an increase of 5% compared with



Q4 2022. Eco-friendly vehicle retail sales for Q4 grew 37% compared with Q4 2022.

For the year, Hyundai sold 801,195 vehicles, an 11% increase compared with 2022 and the highest total sales ever for the Hyundai brand. Amongst several model records, Tucson established a new yearly sales record, selling over 200,000 vehicles for the first time ever. 2023 was also a record year for retail sales, increasing 1% compared with 2022 and the third consecutive year setting a new retail sales record. During the year, Hyundai fleet sales were 10.9% of total volume.

December Total Sales Summary

	Dec-23	Dec-22	% Chg	Q4 2023	Q4 2022	% Chg	2023 YTD	2022 YTD	% Chg
Hyundai	75,164	72,058	+4%	206,048	195,967	+5%	801,195	724,265	+11%

December Product and Corporate Activities

- **2024 Elantra and Tucson Awarded TOP SAFETY PICK+ by the Insurance Institute for Highway Safety:** Hyundai's [2024 Elantra](#) and [Tucson](#) have each received [TOP SAFETY PICK+ \(TSP+\) awards](#) from the Insurance Institute for Highway Safety (IIHS), the organization's top honor.
- **IONIQ 5 Wins Spot on Car and Driver's 10Best Trucks and SUVs List for the Second Year in a Row:** The Hyundai [IONIQ 5](#) was [awarded a coveted](#) spot on [Car and Driver's 10Best](#) list for the second year in a row. The publication's 10Best list recognizes 2024's best trucks, sport-utility vehicles (SUVs) and crossover vehicles annually.
- **IONIQ 6 Named The Drive's Best EV of 2023:** The Hyundai [IONIQ 6](#) has been named [The Best EV of 2023 by The Drive](#) for its compelling mix of performance, practicality, and accessibility. [The Drive's editors praised the IONIQ 6's](#) sporty driving feel, spacious interior, and overall refinement. This is the second year for [The Drive Awards](#) in which the brand presents their signature golden slash to the best new vehicles tested over the last year.
- **IONIQ 5 and Kona Win 2024 Kelley Blue Book Best Buy Awards:** The Hyundai [IONIQ 5](#) and [Kona](#) have [been honored with](#) a pair of prestigious [2024 Kelley Blue Book Best Buy Awards](#). The IONIQ 5 won the Electric Vehicle category for a second year in a row and the Kona claimed the Subcompact SUV Award category.



- **IONIQ 6 Tops Edmunds Quickest EV Charging Test:** Hyundai's [IONIQ 6](#) Limited Rear Wheel Drive (RWD) model is the [fastest-charging electric vehicle on the market according](#) to a new test from Edmunds. IONIQ 6 topped a field of 43 popular electric vehicles in the [Edmunds EV Charging Test](#), a rigorous new trial designed to compare EV charging speeds.
- **Hyundai Vehicles Named to Consumer Guide's® 2024 Best Buy Awards:** Hyundai is proud to announce that the award-winning [Venue](#), [IONIQ 5](#) and [Palisade](#) have won [Consumer Guide® 2024 Best Buy Awards](#) – the second year in a row for Venue and IONIQ 5.
- **Fatherly Names IONIQ 6 One of Its Top 10 Family Cars of the Year for 2023:** The Hyundai [IONIQ 6](#) has been [named](#) one of Fatherly's '[Top 10 Family Cars of the Year](#)' for 2023. The all-electric vehicle received praise from the publication for its Insurance Institute for Highway Safety TOP SAFETY PICK+ rating, impressive EPA-estimated range of up to 361 miles, remarkable driving performance, spacious rear seat room, incredible value, and family-friendly nature.

Model Total Sales

Vehicles	Dec-23	Dec-22	% Chg	Q4 2023	Q4 2022	% Chg	2023 YTD	2022 YTD	% Chg
Accent	0	154	0%	0	2,524	0%	31	17,823	-100%
Elantra	8,577	11,743	-27%	26,846	31,313	-14%	134,149	117,177	+14%
Ioniq	0	0	0%	0	3	0%	0	3,672	0%
Ioniq 5	3,261	1,720	+90%	8,612	4,490	+92%	33,918	22,982	+48%
Ioniq 6	2,056	0	0%	4,681	0	0%	12,999	0	0%
Kona	7,680	6,972	+10%	22,598	18,314	+23%	79,116	63,994	+24%
Nexo	25	25	0%	68	63	+8%	241	408	-41%
Palisade	14,396	7,394	+95%	30,652	18,932	+62%	89,509	82,688	+8%
Santa Cruz	2,641	3,487	-24%	7,592	9,677	-22%	36,675	36,480	+1%
Santa Fe	12,215	11,699	+4%	35,412	33,460	+6%	131,574	119,589	+10%
Sonata	3,222	6,881	-53%	8,003	19,893	-60%	45,344	55,131	-18%
Tucson	19,424	18,557	+5%	56,444	49,682	+14%	209,624	175,307	+20%
Veloster	0	19	0%	0	127	0%	6	1,920	-100%
Venue	1,667	3,407	-51%	5,140	7,489	-31%	28,009	27,094	+3%



Hyundai Motor America

Hyundai Motor America offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles, while supporting Hyundai Motor Company's Progress for Humanity vision. Hyundai has significant operations in the U.S., including its North American headquarters in California, the Hyundai Motor Manufacturing Alabama assembly plant, the all-new Hyundai Motor Group Metaplant America (in development in Georgia), and several cutting-edge R&D facilities. These operations, combined with those of Hyundai's 835 independent dealers, contribute \$20.1 billion annually and 190,000 jobs to the U.S. economy, according to a recent [economic impact report](#). For more information, visit www.hyundainews.com.

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#)

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FCA US LLC Sales Summary Q4 2023

Model	Q4 Sales		Vol %	CYTD Sales		Vol %
	Curr Yr	Pr Yr	Change	Curr Yr	Pr Yr	Change
Compass	24,613	19,209	28%	96,173	86,175	12%
Patriot	1	0		1	4	-75%
Wrangler	30,030	34,253	-12%	156,581	181,409	-14%
Gladiator	13,660	17,587	-22%	55,188	77,855	-29%
Cherokee	1,592	9,470	-83%	24,609	40,322	-39%
Grand Cherokee	61,723	50,800	22%	244,594	223,345	10%
Renegade	10,450	3,773	177%	26,011	27,549	-6%
Wagoneer	8,266	5,943	39%	29,149	36,219	-20%
Grand Wagoneer	2,483	2,282	9%	10,618	11,736	-10%
JEEP BRAND	152,818	143,317	7%	642,924	684,614	-6%
Ram P/U	112,486	105,255	7%	444,926	468,344	-5%
ProMaster Van	21,323	18,905	13%	81,663	60,936	34%
ProMaster City	554	5,713	-90%	12,887	15,914	-19%
RAM BRAND	134,363	129,873	3%	539,476	545,194	-1%
200	3	0		4	2	100%
300	2,010	2,330	-14%	13,169	14,087	-7%
Town & Country	2	0		2	0	
Pacifica	8,356	22,722	-63%	120,554	98,624	22%
CHRYSLER BRAND	10,371	25,052	-59%	133,729	112,713	19%
Dart	3	0		3	4	
Viper	2	0		2	1	
Hornet	4,964	0	New	9,314	0	New
Charger	12,273	17,414	-30%	75,920	80,074	-5%
Challenger	9,610	12,966	-26%	44,960	55,060	-18%
Journey	23	7	229%	36	194	-81%
Caravan	25	1	2400%	27	27	0%
Durango	15,614	15,890	-2%	69,196	55,433	25%
DODGE BRAND	42,514	46,278	-8%	199,458	190,795	5%
500	14	0		16	8	100%
500L	4	0		7	8	-13%
500X	132	118	12%	554	875	-37%
Spider	28	0		28	24	17%
FIAT BRAND	178	118	51%	605	915	-34%
Giulia	767	1,430	-46%	3,461	5,092	-32%
Alfa 4C	0	0		1	1	0%
Stelvio	1,308	1,601	-18%	5,340	7,752	-31%
Tonale	1,233	0	New	2,096	0	New
ALFA ROMEO	3,308	3,031	9%	10,898	12,845	-15%
FCA US LLC	343,552	347,669	-1%	1,527,090	1,547,076	-1%