

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 suppliers’ ability to deliver parts, systems and components at such times to allow us to meet production schedules; our ability to maintain adequate liquidity and financing sources and an appropriate level of debt, including as required to fund our planned 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.



BUICK



BUICK

Tony DiSalle

Vice President, U.S. Marketing, Buick

WHAT DEFINES BUICK?

PRODUCT

Sculptural Beauty
Thoughtful/Alluring

PEOPLE

Quiet Confidence
Curious/Balanced

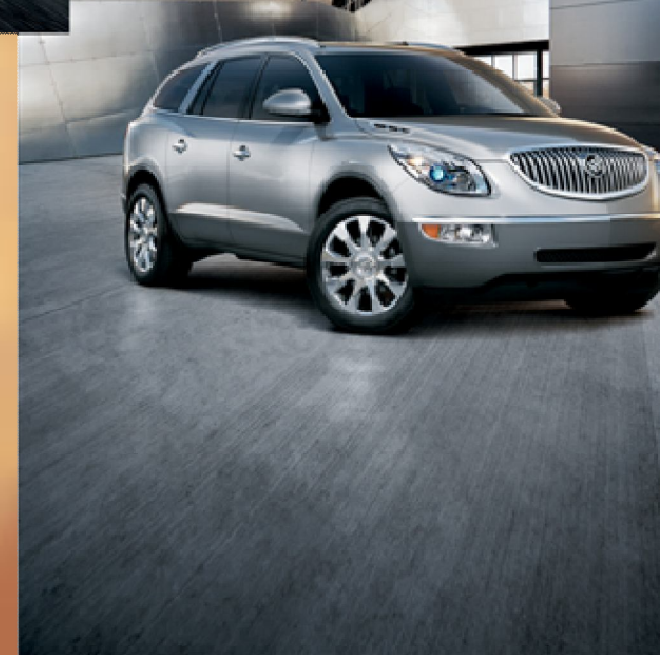
ONE

Bright/Optimistic/Inviting





BUICK





ENCLAVE

2011 will be best
sales year yet

49% of buyers
new to GM

Better fuel economy
than any 8-passenger SUV





LACROSSE

Buick flagship sedan

One of the most
fuel-efficient in its class

eAssist

36mpg highway

Standard on
2012 LaCrosse





REGAL

August was highest volume since launch

eAssist

- 36mpg highway
- Available this fall

GS

- Enhanced 2.0L Turbo
- 6-speed manual or automatic
- HiPerStrut suspension
- Interactive Drive Control





VERANO

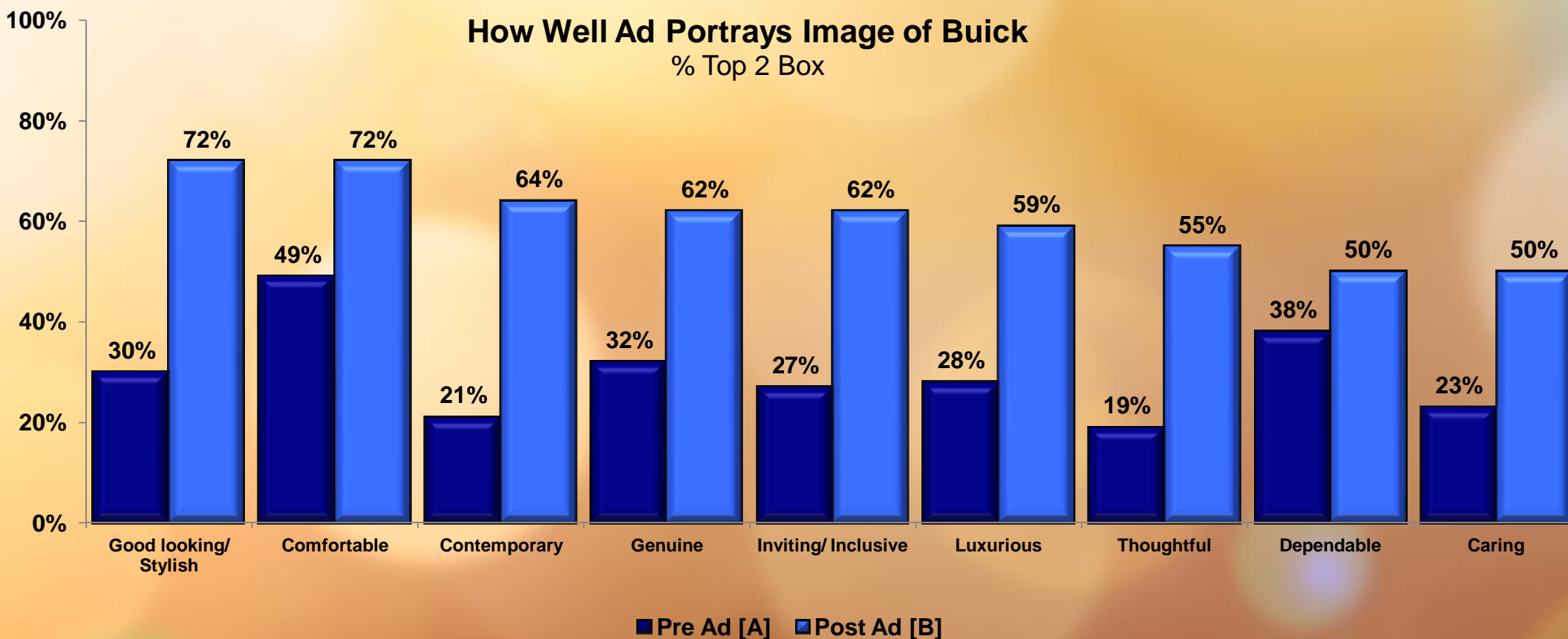
3rd all-new sedan in 3 years

- Sculptured design
- Luxurious interior
- Quiet ride
- Refined, responsive and efficient performance
- Purposeful technologies
 - Bose audio
 - Heated steering wheel
 - IntelliLink standard

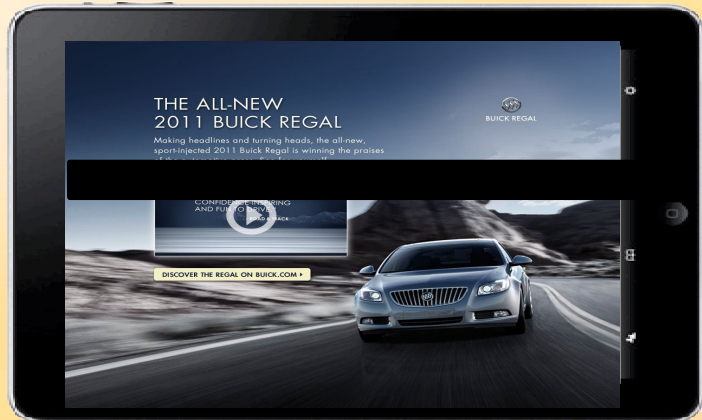


"What Matters" Conveyed the Buick Message

- All Buick image measures increased significantly after exposure to the ad

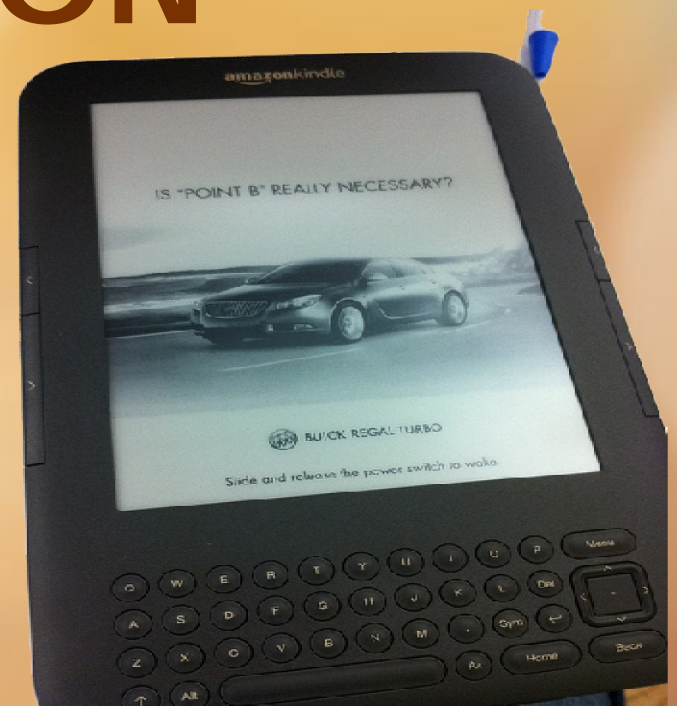


NEW CUSTOMERS WITH EARLY TECH ADOPTION



WSJ Apple
iPad launch

Verizon iPhone



Amazon Kindle

ACCESSING NEW CONSUMERS WITH EARLY TECH ADOPTION

First GM Brand to develop mobile site

- 180% increase in page views from January 2010 to July 2011
 - 491,728 page views in January 2010 compared to 1,377,167 page views in July 2011

“First” programs generate more interaction

- Nearly 206 million impressions generated through mobile campaigns
- Click through rate nearly four times greater in mobile campaigns



BUICK

NCAA®



BUICK/NCAA PARTNERSHIP

- Second most recognized brand during NCAA Tournament
- Buick.com traffic up 24%
 - **All-time record**
- 19% increase in Buick Facebook page fans
- Most discussed brand in social arena

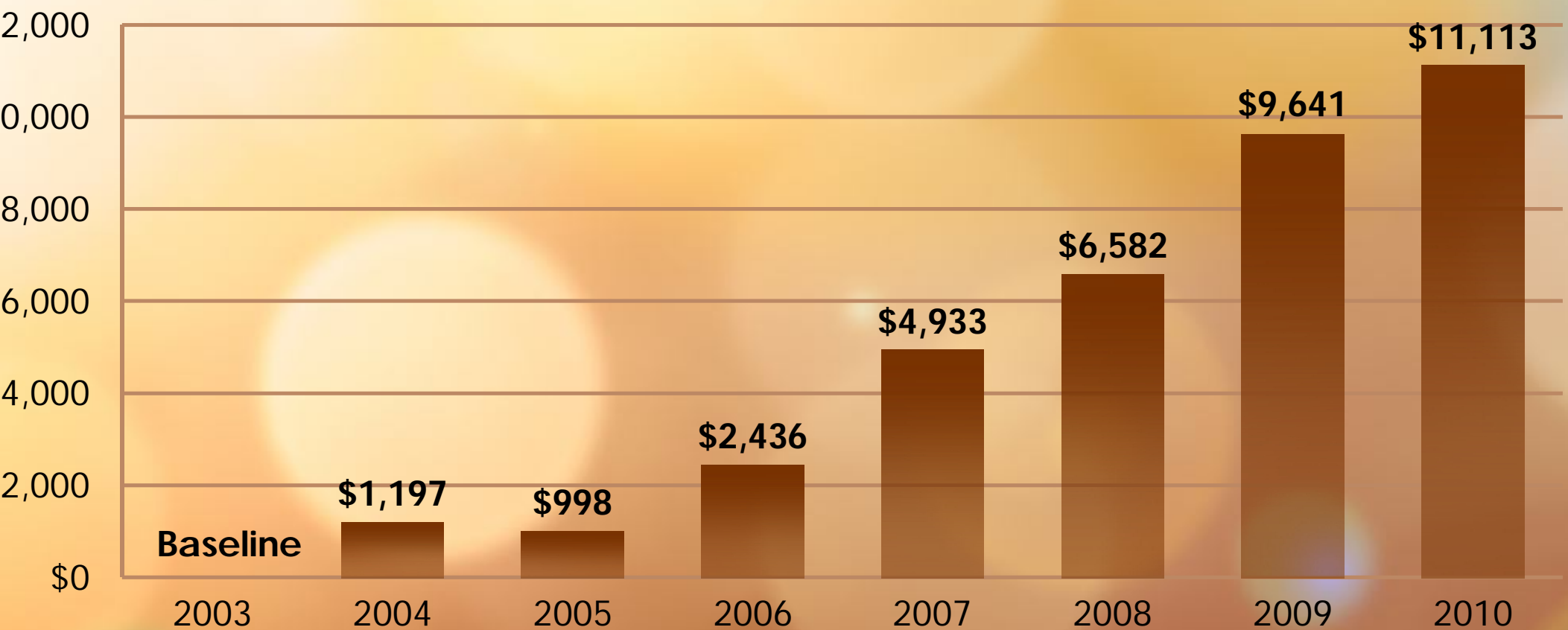


BUICK



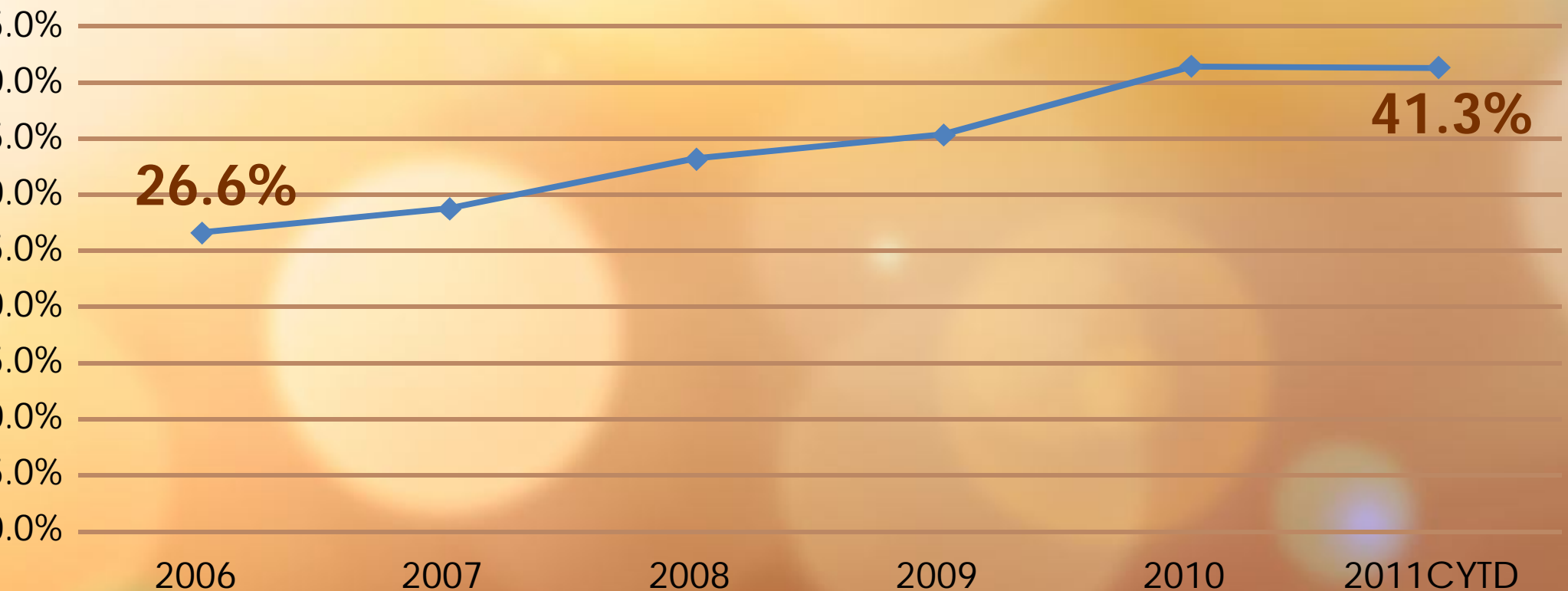
Buick Average Transaction Price Increase

Price



Higher % of Buick Buyers are Coming from Competitive Makes

Non-GM Source of Sales Trends



BUICK GROWTH

2011 retail sales up 28%

23 consecutive months of
sales gains

41 percent conquest





BUICK