

Forward Looking Statements

In this chart presentation and in related comments by General Motors' management, we will use words like "expect," "anticipate," "estimate," "forecast," "initiative," "objective," "plan," "goal," "project," "outlook," "priorities," "target," "intend," "evaluate," "pursue," "seek," "may," "would," "could," "should," "believe," "potential," "continue," "designed," or "impact" to identify forward-looking statements that represent our current judgments about possible future events. We believe these judgments are reasonable, but GM's actual results may differ materially due to a variety of important factors.

Among other items, such factors might include: our ability to achieve reductions in costs as a result of the turnaround restructuring, health care cost reductions and an accelerated attrition program, to realize production efficiencies and to implement capital expenditures at levels and times planned by management; the pace of product introductions and market acceptance of our new products; changes in the competitive environment and the effect of competition in our markets, including on our pricing policies; our ability to maintain adequate liquidity and financing sources and an appropriate level of debt; restrictions on GMAC's and ResCap's ability to pay dividends and prepay subordinated debt obligations to us; the final results of investigations and inquiries by the SEC and other government agencies; changes in relations with unions and employees/retirees and the legal interpretations of the agreements with those unions with regard to employees/retirees; our ability to complete the timely sale of a 51-percent controlling interest in GMAC and the effect of that sale on the results of GM's and GMAC's operations and liquidity; labor strikes or work stoppages at GM or its key suppliers such as Delphi Corporation or financial difficulties at those key suppliers; negotiations and bankruptcy court actions with respect to our relationship with Delphi; additional credit rating downgrades and their effects; costs and risks associated with litigation; new or amended laws, regulations, policies or other activities of governments, agencies and similar organizations; price increases or shortages of fuel; changes in economic conditions, commodity prices, currency exchange rates or political stability in the markets in which we operate; and other factors affecting financing and insurance operating segments' results of operations and financial condition such as credit ratings, adequate access to the market, changes in the residual value of off-lease vehicles, changes in U.S. government-sponsored mortgage programs or disruptions in the markets in which its mortgage subsidiaries operate, and changes in its contractual servicing rights.

In addition to these factors, a variety of other factors may materially affect GMAC's actual results, including: changes in the competitive environment and the effect of competition in GMAC's markets, including GMAC's pricing policies; GMAC's ability to maintain adequate financing sources and an appropriate level of debt; the profitability and financial condition of GM, including changes in production or sales of GM vehicles and risks based on GM's contingent benefit guarantees; changes in GMAC's accounting assumptions that may require or that result from changes in the accounting rules or their application, which could result in an impact on earnings; and the threat of natural calamities.

The most recent annual reports on Form 10-K and quarterly reports on Form 10-Q filed by GM and GMAC provide information about these factors, which may be revised or supplemented in future reports to the SEC on those forms or on Form 8-K. We caution investors not to place undue reliance on forward-looking statements, and do not undertake any obligation to update publicly or otherwise revise any forward-looking statements, whether as a result of new information, future events or other such factors that affect the subject of these statements, except where expressly required by law.



U.S. Sales and Marketing Update

Mark LaNeve

GMNA Vice President

Vehicle Sales, Service and Marketing

Agenda

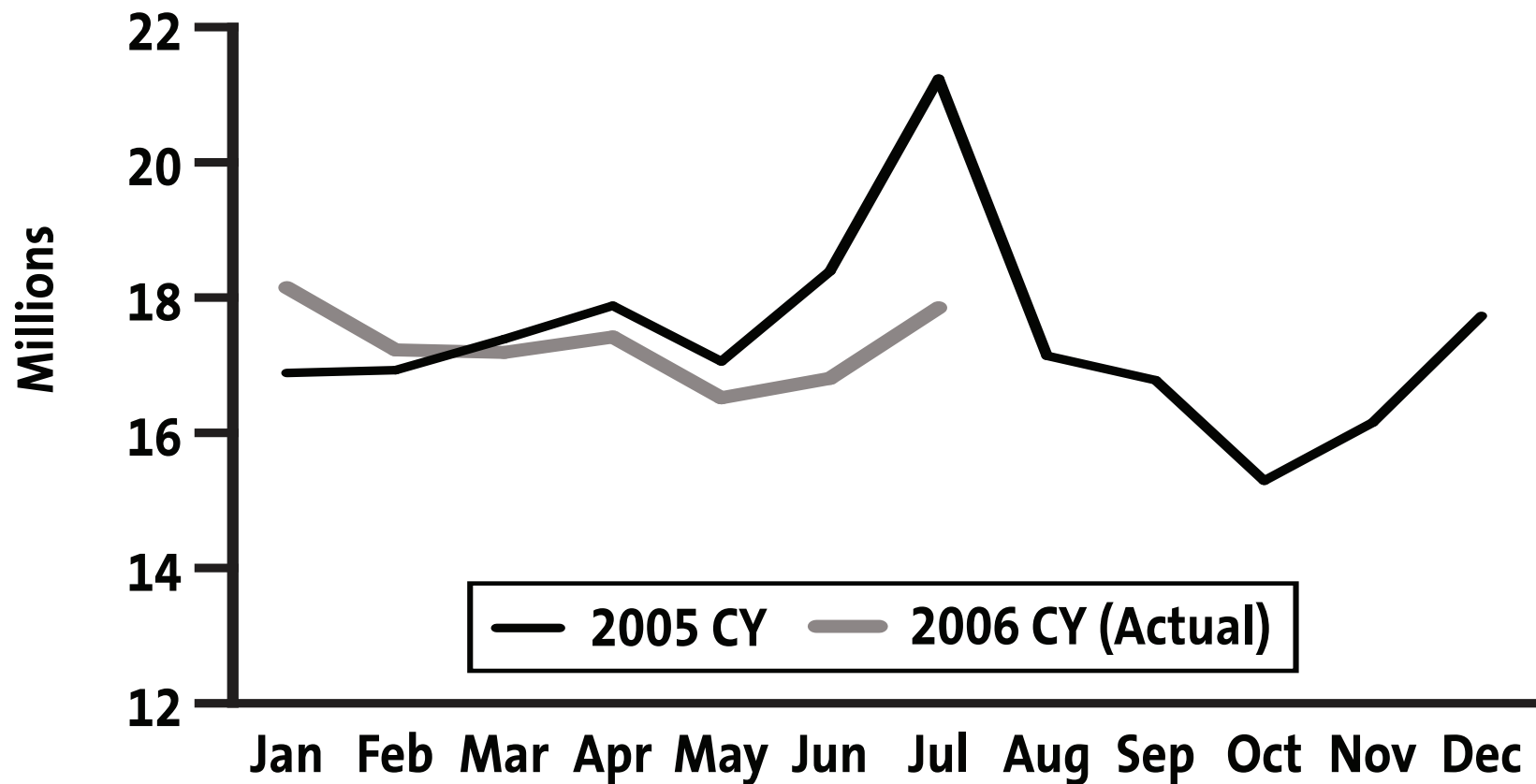
- Industry Update
- Sales and Share Summary
- “Go to Market” Strategy Update
- Current and Upcoming Product Launches and Marketing Plans

Industry Update

- Industry sales slightly below expectations
- Mix has been a “mixed bag”
- Industry Average Transaction Prices continue to increase modestly
- Competitive pressures remain intense as evidenced by incentive spending

Industry Has Been Slightly Below Expectations Due to Higher Interest Rates and Gas Prices

Industry SAAR (2005 vs. 2006)



Source: GMIA estimates

Competitive Pressures Remain Intense As Evidenced by Incentive Spending

Total Incentive Spending/Unit (All Model Years)

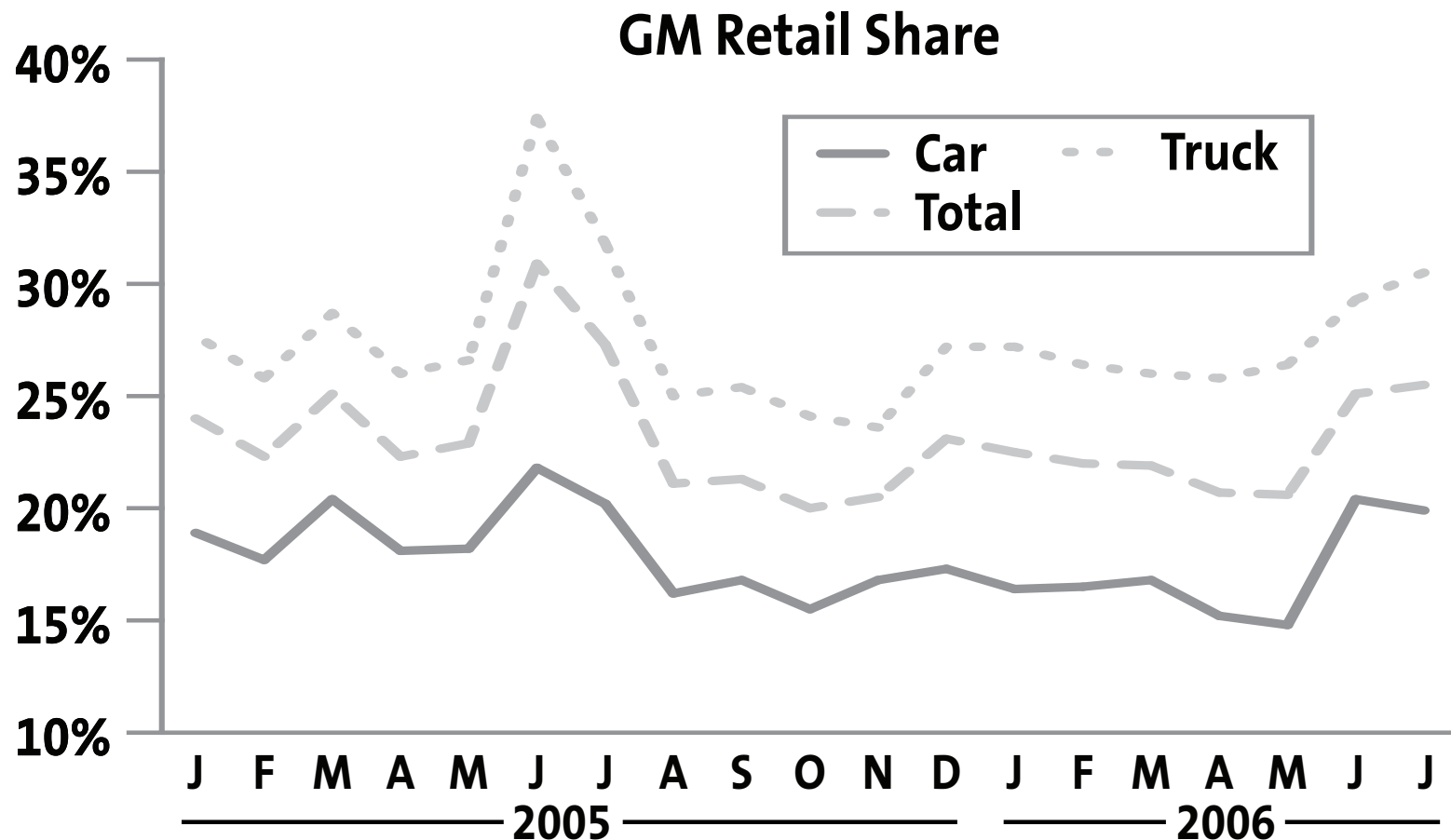
	CYTD 2006	CYTD 2006 O/(U) CYTD 2005
Industry	2,372	(85)
GM	3,050	(946)
Ford	3,794	434
DCX	3,954	388
Toyota	642	(14)
Honda	765	80
Nissan	2,394	577

Source: PIN Incentive Spending Report (July End Month Report Through 7/26)

Key GM Go-to-Market Objectives

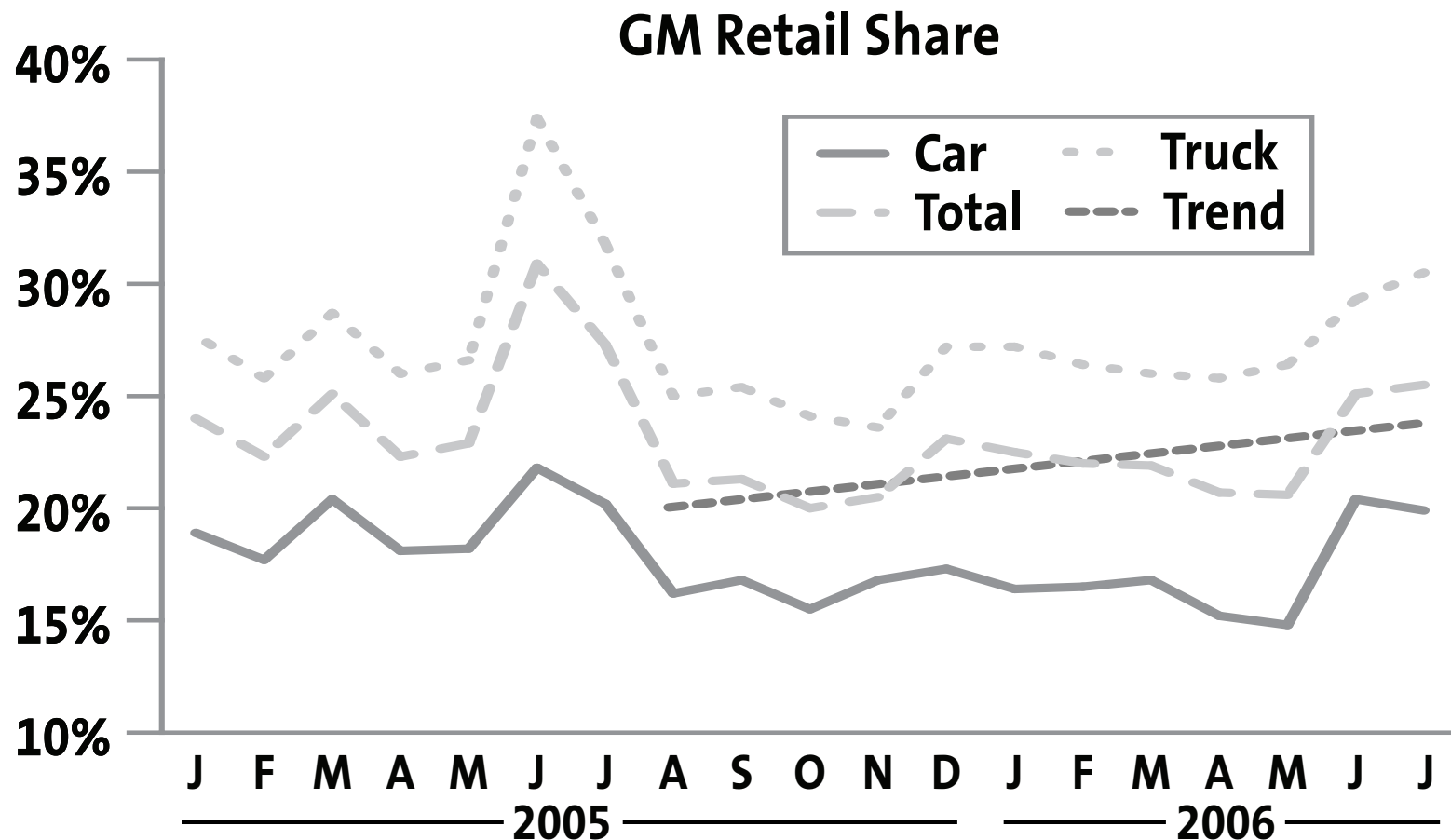
- Position GM brands on product excellence and industry-leading value
 - Differentiate and strengthen our divisional brands
- Leverage launch vehicles and aggressive product cadence
- Stabilize retail position
- Improve quality of share

GM Retail Share Has Stabilized, With June and July Showing Improvement



Source: R.L. Polk Registrations through May, GMIA estimates June and July

Despite Market Challenges, Retail Share Over the Last 12 Months Has Been Trending Up



Source: R.L. Polk Registrations through May, GMIA estimates June and July

GM June/July Sales Highlights

- GM #1 in small utilities CYTD, up 35.2% and 5.7 ppts of share vs. year ago
- Chevrolet HHR outsold the Ford Escape in July 2006

Retail sales for June/July vs. year ago

- Cobalt up 12.5%
- Impala up 55.2%
- G6 up 81.3%
- Lucerne up 9.8%*

* Versus LeSabre and Park Avenue combined sales in June/July 2005

GM is Closing the Residual Value Gap With Segment Leaders

	<u>% of MSRP</u>
Chevrolet Cobalt Base Coupe	44
Honda Civic Base Coupe	47
Pontiac G6 4 door Sedan	51
Honda Accord 4 door Sedan	54
Saturn AURA 4 door Sedan	51
Toyota Camry 4 door Sedan	54

Source: ALG, based on 36-month lease term

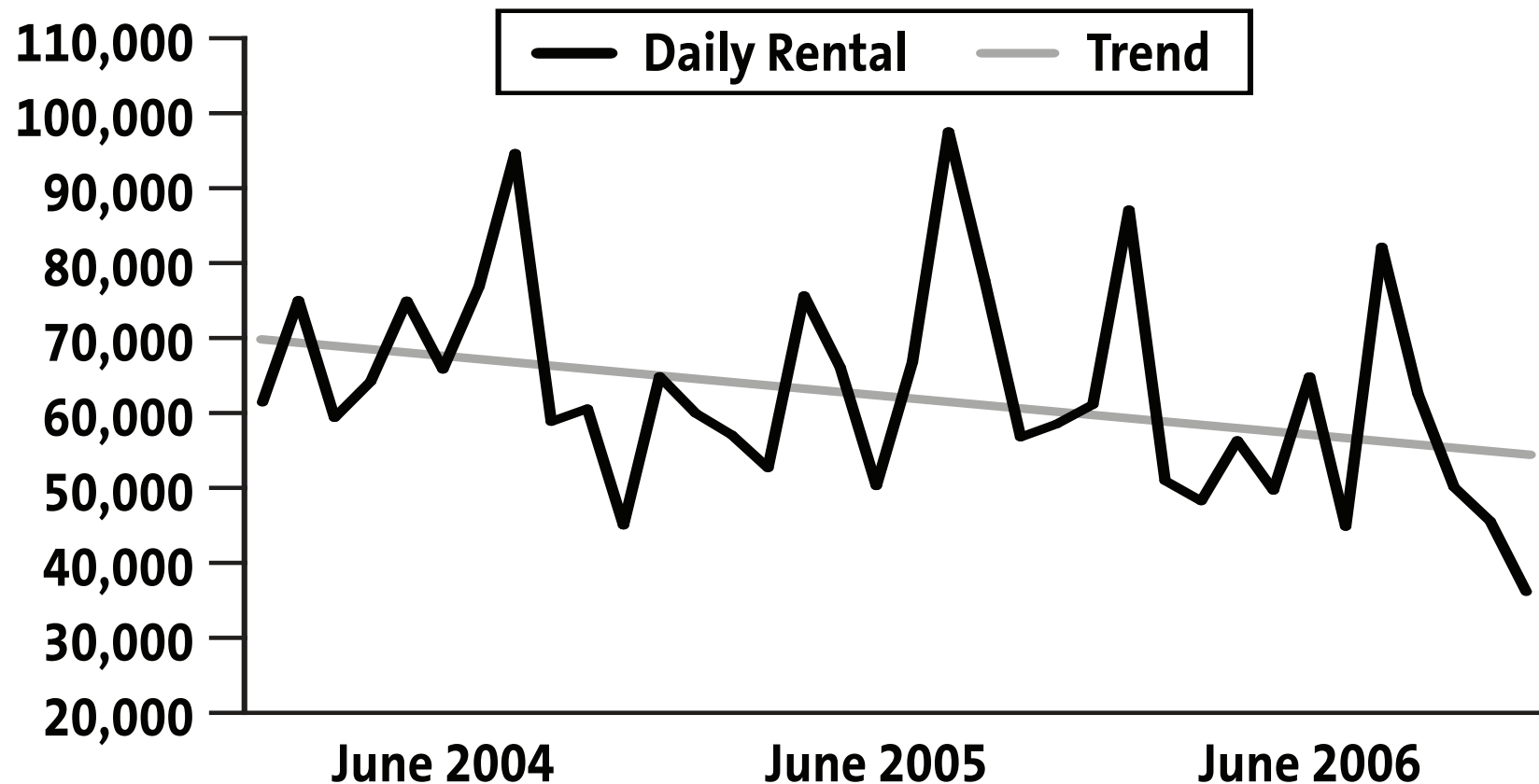
GM is Closing the Residual Value Gap With Segment Leaders

	<u>% of MSRP</u>	
	'05MY	'07MY
Chevrolet Cobalt Base Coupe	30*	44
Honda Civic Base Coupe	47	47
	} 17 pts	} 3 pts
Pontiac G6 4 door Sedan	32*	51
Honda Accord 4 door Sedan	50	54
	} 18 pts	} 3 pts
Saturn AURA 4 door Sedan	36*	51
Toyota Camry 4 door Sedan	49	54
	} 13 pts	} 3 pts

Source: ALG, based on 36-month lease term *Cavalier, Grand Am, L-Series

GM Daily Rental Share Fell 4 ppts in CY 2005 and is Projected to Decline by Almost 8 ppts in CY 2006

GM Monthly Daily Rental Volumes



Source: GMIA

U.S. Market Growth Plan

1. Clearly differentiate all divisional brands and roles
2. Go to market on product excellence and industry-leading value
3. Focus on key major metro markets
4. Become a consistent world-class retail channel
5. Improve customer service retention to drive vehicle repurchase loyalty

Brand Positioning



GM Go-to-Market Strategy

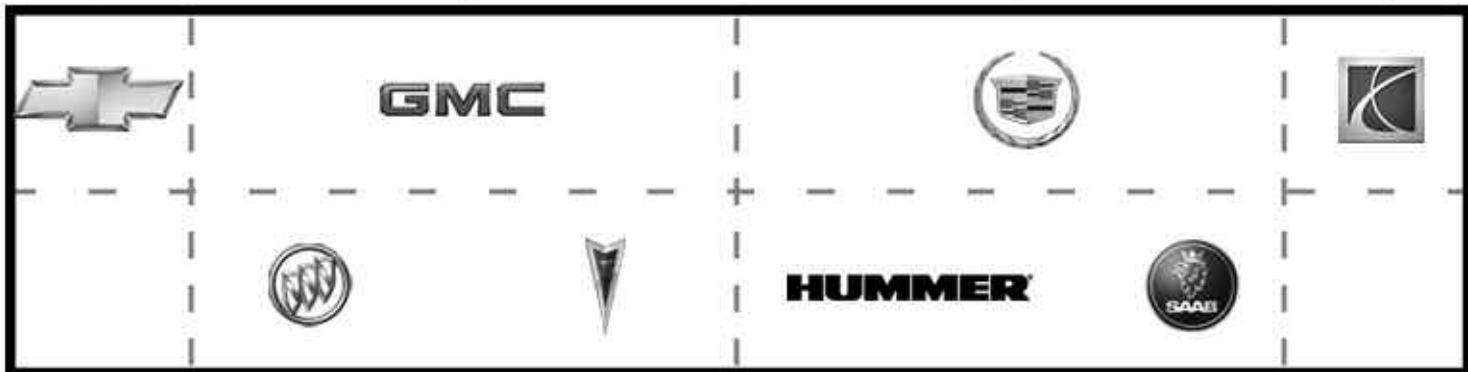
8 Strong Brands



4 Distinct Channels



4 Anchor Brands



4 Focus Brands

U.S. Market Growth Plan

Clearly differentiate all divisional brands and roles

- Manage entries to tighten brand focus, reduce segment overlap and support channel alignment
- Significant product launches are catalysts for more effective advertising creative and efficiency
 - Saturn: AURA, OUTLOOK (Like Always, Like Never Before)
 - GMC: Acadia, Sierra (Professional Grade)
 - Chevrolet: Silverado (All-new campaign)
 - Cadillac: Escalade (Life, Liberty, And the Pursuit)
- Continue to address and strengthen fuel economy imagery with both marketing and communications

U.S. Market Growth Plan

- Capitalize on new marketing talent resources in coastal areas:
 - Deutsch (Los Angeles): Providing project work on Major League Baseball, NASCAR, and “Quality” messaging
 - Translation Marketing (New York): “Make Chevy cars cool again.”
 - Media Partner Summit – first ever
 - Internet sites: Edmunds, Kelly Blue Book, Yahoo! and Google, leverage media spending and gain access to editorial staffs
 - Modernista (Boston): Cadillac agency of record

Example: Saab Brand Repositioning

Prior positioning: “Intelligently Inspired”

- Campaign: “State of Independence”
- Description: People who buy a Saab do so because they don't want to be like everyone else

New positioning: “Jet Inspired”

- Campaign: “Born From Jets”
- Description: Saab's unique, ownable aircraft heritage is an engaging shorthand that efficiently communicates key drivers of purchase consideration

Example: Pontiac Brand Repositioning

Prior positioning: “Affordable Thrills”

■ Description:

- Pontiac creates “excitement” through being a lifestyle accessory, the conduit to fun experiences

New positioning: “Seductive Performance”

■ Description:

- As much about style as performance, allows Pontiac to reclaim its “traditional” positioning (style and performance) in a way that allows the brand to feel comfortable in a modern world
- Still focused on “youth”, but in a way that welcomes a youthfully-minded urban spirit and more progressive brand character

2006 Key Initiatives

- Significant price repositioning
- Ongoing work to align dealer network by channel
- New advertising talent hired
- Completed field realignment into channels

Our Focus Continues to Be . . .

- Offer product excellence and industry-leading value
- Continue to aggressively reduce marginally profitable business as part of the GMNA Turnaround Plan
- Continue to align capacity with sustainable demand
 - Daily rent reduction becomes an optics issue in second half of 2006
- Stabilizing and improving U.S. business:
 - Leverage aggressive product cadence
 - Emphasis on “industry leading value” – residual value is key
 - Position our brands for sustainable growth