

JOURNEY TO AN ALL-ELECTRIC FUTURE



1 AN ENTIRELY NEW TYPE OF CADILLAC

Cadillac is committed to delivering a future with zero crashes, zero emissions and zero congestion.

Advancements in battery technology and availability of public infrastructure have made it easier than ever to own an electric vehicle (EV).

Third-party forecasters expect continued growth in EV sales in the United States.

By the end of the decade almost all vehicles in the Cadillac portfolio will be electric.



2 THE BENEFITS OF EV OWNERSHIP

Beyond zero emissions, EV ownership offers many surprising benefits that can't be found in internal combustion engine (ICE) vehicles, including:



Impressive torque, prompt acceleration and quiet operation to deliver a dynamic driving experience.

An integrated battery pack that delivers optimized weight distribution, a lower center of gravity and structural rigidity for improved vehicle ride and handling.

Fewer moving parts which translate into lower maintenance and repair costs.

Plugging-in instead of refueling, eliminating detours to the gas station.

Injecting Cadillac luxury, performance and technology into these inherent EV characteristics is what will make our EV lineup truly exciting!

3 CHARGING TOWARD ALL-ELECTRIC

Charging plays a vital role in leading the way to an all-electric future.

While there are use cases for public and workplace charging, a majority of EV owners charge their vehicle at home.

Cadillac will tailor charging solutions to the needs of our customer's lifestyle.

WHERE DO CUSTOMERS CHARGE?



HOME*
78%



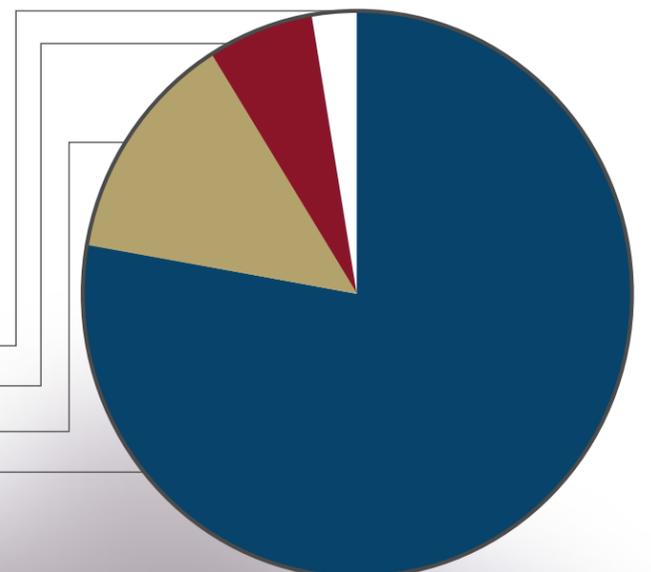
WORK
14%



FREE PUBLIC STATIONS
5%



FEE-BASED STATIONS
3%



*Home is the primary charge location for Chevrolet Bolt EV Owners.

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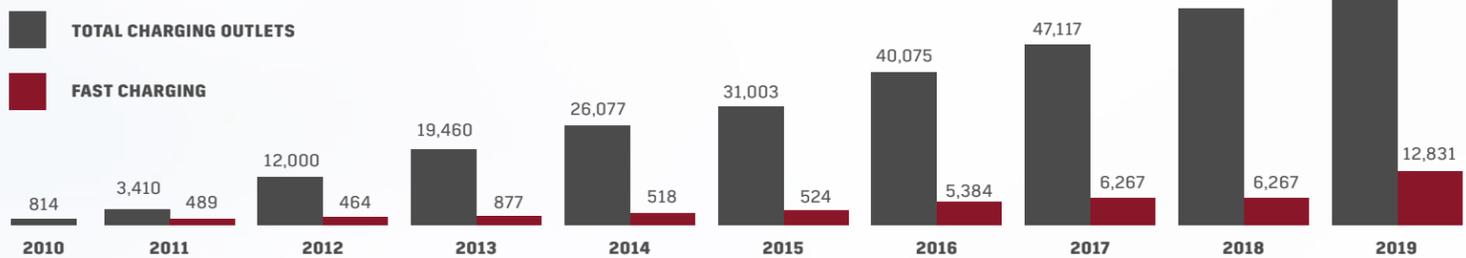
4 LOCATION, LOCATION, LOCATION!

The amount of public EV charging infrastructure has increased by 128% since 2015*

GM, in conjunction with several EV charging companies, is working to rapidly expand the electric charging infrastructure even further.

The goal is to make public charging as convenient as fueling a gas vehicle.

PUBLIC EV CHARGING INFRASTRUCTURE



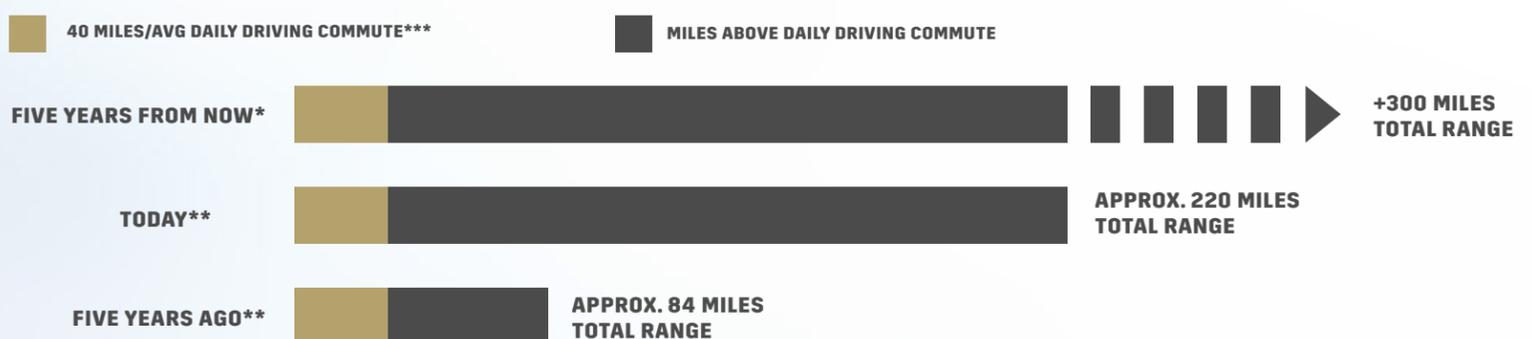
Source: * Source: Statista and Bloomberg New Energy Finance, December 2019. U.S. Department of Energy, U.S. Department of Transportation.

5 RANGE IS ON THE RISE

Significant advancements over the past several years have resulted in many EVs achieving longer ranges between charges.

Still, market research shows that greater range capability is needed for EV adoption.

Designing and engineering vehicles that address this barrier to adoption remains a critical part of our strategy going forward.



Sources: *<https://www.businessinsider.com/electric-cars-that-will-be-available-by-2025-2018-1#the-concept-version-of-the-e-tron-gt-has-a-range-or-248-miles-80>
 **<https://www.fueleconomy.gov/>
 ***<https://newsroom.aaa.com/tag/american-driving-survey/>

6 ULTIUM BATTERIES AND PROPULSION SYSTEM

GM's all-new global EV platform powered by the proprietary Ultium battery system will allow Cadillac to compete for customers across the luxury vehicle spectrum.

The ability to stack batteries vertically is unique in the industry and allows for a flat cabin floor and more interior room than comparable EVs that use cylindrical battery packs. As a result, the same platform and propulsion system can power a variety of vehicle types from crossovers and SUVs to trucks and high-performance vehicles.

Vehicles built on this modular platform will be designed to offer driving ranges well beyond currently available EVs and 0-to-60 mph acceleration that, in certain configurations, approach supercar levels.

