

# Diversity & Inclusion Report



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General Motors is creating a future of Zero crashes, Zero emissions and Zero congestion with a diverse, inclusive team that brings wide-ranging perspectives and experiences to solving transportation challenges. We understand that we win together, as one team. Just like the global community we share, diversity makes GM a stronger, better company.

MARY BARRA  
GM Chairman & CEO



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At GM, we appreciate what each individual brings to our team, and I am proud to be part of a culture that is strengthened by diversity and inclusion. From recruiting and retaining diverse talent to engaging in employee resource groups, we are enabling better employee and customer connections. The power of diverse and unique perspectives will enable us to offer products that will continue to meet and exceed our customers' expectations. This will ultimately strengthen our standing in the marketplace and reinforce our position to win.

KIM BRYCZ  
Senior Vice President  
GM Global Human Resources



## A STRONG LEGACY OF FIRSTS

1968

1st minority supplier program in the auto industry

1971

1st Fortune 500 company to have an African American director on its Board

1972

1st minority dealer program in the auto industry  
1st company to sign a letter of support for the National Guard and Reserve

1995

1st automaker to run an LGBTQ-specific ad

2001

1st and only auto company to have a women's dealer program

# We Are GM

What does GM stand for? We are a pioneer in building a diverse and inclusive business. General Motors has long understood that unique perspectives are key to success in the marketplace and being on the cutting edge of technological innovation in the fast-paced automotive industry. General Motors is determined to be at the forefront of change, leveraging our creativity and different perspectives to define the new era of mobility. Today, these perspectives are more important than ever, empowering us to press onward through an era of unprecedented industry change and supporting our transformation from an automotive manufacturer into a global mobility services provider.



2005

1st and only African American Vice President of Global Design in the industry

2014

1st female CEO in the auto industry

2016

1st female Chair in the auto industry

2018

1st auto company to have both a female CEO and CFO

# Who We Are TODAY



**173,000**  
total employees  
worldwide



We serve  
**5**  
continents

Across  
**23**  
time zones

And we speak  
**70**  
languages

## OUR VALUES

### CUSTOMERS

We put the customer at the center of everything we do. We listen intently to our customers' needs. Each interaction matters. Safety and quality are foundational commitments, never compromised.

### EXCELLENCE

We act with integrity. We are driven by ingenuity and innovation. We have the courage to do and say what's difficult. Each of us takes accountability for results, drives for continued efficiencies and has the tenacity to win.

### RELATIONSHIPS

Our success depends on our relationships inside and outside the company. We encourage diverse thinking and collaboration from the world to create great customer experiences.

### SEEK TRUTH

We pursue facts, respectfully challenge assumptions and clearly define objectives. When we disagree, we provide additional context and consider multiple perspectives.

## How We Behave



#### THINK CUSTOMER

I consider the customer's needs in everything I do.



#### INNOVATE NOW

I see things not as they are but as they could be.



#### LOOK AHEAD

I make decisions now with the long-term view in mind, and I anticipate what lies ahead.



#### ONE TEAM

I collaborate cross-functionally to achieve enterprisewide results.



#### BE BOLD

I respectfully speak up, exchange feedback and boldly share ideas without fear.



#### IT'S ON ME

I take accountability for safety and my own actions, behaviors and results.

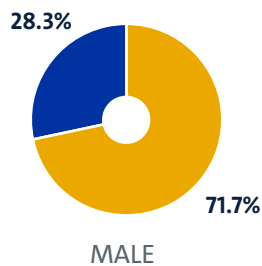
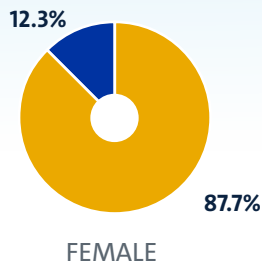


#### WIN WITH INTEGRITY

I have a relentless desire to win and do it with integrity.

### Workforce Gender by Region

● North America ● International



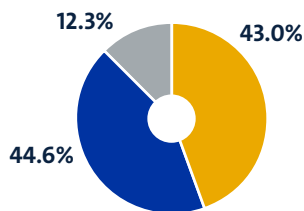
Women comprise

**55%**

of GM's Board of Directors,  
making us a leader among  
the Fortune 100 for board diversity.

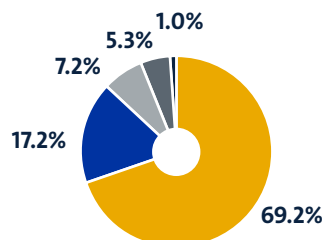
### Total U.S. Workforce by Age Group

● Under 30 ● 30-49 ● 50 and over



### Total U.S. Workforce by Ethnicity

● White ● Black ● Asian ● Latino  
● NtHw/PcIsI/American Indian/Two or More Races



Women and minorities  
represent

**40%**

of GM corporate officers.



Chevrolet



Buick



GMC



Cadillac



Holden



Baojun



Wuling



Jiefang



# We Are Proud of Our Diverse & Inclusive **WORKFORCE**

In 2018,  
**38%**  
of all U.S. hires were  
minorities, and  
**33%**  
of all global hires  
were women.



GM listed 23 on  
DiversityInc.'s  
Top Companies  
for Diversity.

GM views diversity and inclusion as a strength, based on our ability as an organization to recognize, value and draw upon unique perspectives to help drive innovation.

We appreciate what each individual brings to our team, including background, education, gender, race, ethnicity, working and thinking styles, sexual orientation, gender identity, veteran status, religious background, age, generation, disability, cultural expertise, technical skill and, importantly, diversity of thought. We believe that our ability to meet the needs and expectations of an increasingly diverse and global customer base is tied to innovation, and innovation is best driven through workplace diversity and inclusion. To this end, we are focused on:

- Finding and growing the best and brightest talent from around the world.
- Capitalizing on new and emerging markets.
- Leveraging the different traits and attributes inherent in our workforce.

Today, GM continues to be among the most diverse automotive employers globally, from the board room to the plant floor. It's what makes our global culture an exciting one. We're constantly pushing technological innovation to meet our customers around the world with industry-leading cars, trucks, crossovers, and a growing portfolio of cutting-edge mobility solutions such as ride- and car-sharing programs.

## How We Manage Diversity

The GM Senior Leadership Team, chaired by our Chairman and CEO, serves as the company's senior diversity council. Other diversity-focused councils within our organization include: Supplier Diversity Council, Employee Resource Group Council, Disabilities Advisory Council, Minority Dealer Advisory Council and Women Dealer Advisory Council. Further, our Global Chief Diversity Officer chairs the Strategic Diversity Working Group which aligns all D&I efforts across functional areas. Additionally, GM's diversity initiatives are routinely reviewed with the executive leadership team and the Board of Directors.

## Recruiting the Best and the Brightest

GM has recently embarked on an exciting overhaul of our recruitment efforts to ensure we're attracting a qualified and diverse pool of talent. Our new approach will improve, advance and standardize the candidate experience, all while reaching a broader audience of applicants. Using world-class technology, our dedicated team of recruiters has enhanced sourcing strategies and developed innovative outreach programs to personally connect with diverse students and professionals beyond our traditional scope. We will also continue to build key relationships and strong strategic partnerships with organizations that include but are not limited to:

- Black Engineer of the Year
- National Society of Black Engineers
- Society of Hispanic Professional Engineers
- Society of Women Engineers
- Women of Color in Technology
- Out for Undergrad
- Service Academy Career Conference
- Military MOJO
- Disability:IN

## Training and Reporting

Today's business environment requires that companies resolve allegations of inequity and harassment in the workplace. We have proactively taken steps to ensure our organization provides an inclusive culture for all employees. This includes more robust training that addresses sexual harassment, racism, unconscious bias, and physical and psychological safety. Every employee (i.e., salary, hourly and contract) is required to undergo training in these sensitive areas. Additionally, we have enhanced our reporting tools to help identify and resolve issues quickly. As a workplace of choice, it is our desire to maintain a safe and inclusive environment consistent with our values that promotes diversity, empathy, innovation and productivity.



At GM, we recognize the power of diversity and the role it plays in sparking ingenuity and creativity. As we continue to face new challenges and innovate new solutions, we know the diversity among us will give GM a competitive advantage in the global marketplace.

**KEN BARRETT**  
Global Chief Diversity Officer

## STRATEGIC DIVERSITY PARTNERSHIPS

- 100 Black Men of America, Inc. (The 100)
- Advancing Minorities' Interest in Engineering (AMIE)
- Asian Pacific American Institute for Congressional Studies (APAICS)
- Catalyst
- Congressional Black Caucus Foundation (CBCF)
- Congressional Black Caucus Institute (CBCI)
- Congressional Hispanic Caucus Institute (CHCI)
- Congressional Hispanic Leadership Institute (CHLI)
- Executive Leadership Council (ELC)
- Global Colloquium for Women
- Hispanic Association of Colleges and Universities (HACU)
- Hispanic Association on Corporate Responsibility (HACR)
- Human Rights Campaign (HRC)
- Leadership Education for Asian Pacifics, Inc. (LEAP)
- League of United Latin American Citizens (LULAC)
- National Association for the Advancement of Colored People (NAACP)
- National LGBT Chamber of Commerce (NGLCC)
- National Newspapers Publishers Association (NNPA)
- National Organization on Disability (NOD)
- National Urban League
- OCA-Asian Pacific American Advocates
- Out & Equal Workplace Advocates (Out & Equal)
- Out For Undergrad
- Parents, Families and Friends of Lesbians and Gays (PFLAG)
- Rainbow PUSH Coalition (RPC)
- Smithsonian Institute of African American History and Culture
- UnidosUS
- U.S. Business Leadership Network (USBLN)
- U.S. Chamber of Commerce "Hiring Our Heroes"
- U.S. Hispanic Leadership Institute (USHLI)
- U.S. Naval Academy (USNA) STEM Summer Program
- Veterans Job Mission Coalition
- Working Mother

# You Can Find “You” at General Motors

Our employee resource groups (ERGs) play a key role in fostering an inclusive place to work. These groups provide a forum for employees to share common concerns and experiences, gain professional development support and engage in local communities.

All ERGs are working toward our corporate effort to make GM a Workplace of Choice. ERGs provide us with insights that help us better understand diverse and emerging consumer markets, while offering a platform for our employees to contribute to diversity initiatives within our community. Each GM ERG also has a business plan tied to talent acquisition, professional development, community and market outreach.



**1 out of 3**  
GM employees is  
involved in an ERG.

**GM Able** is focused on building a culture of inclusion that serves customers, employees and community through innovation, talent enrichment, awareness and outreach for people with disabilities and their allies. They provide valuable perspectives to the company regarding autonomous vehicle design, facility design and recruiting talent with disabilities.

**GM African Ancestry Network (GMAAN)** has a mission to provide GM a competitive advantage in attracting, developing and retaining African Ancestry employees while engaging our communities to drive GM business priorities/performance.

**GM Asian Connections (GMAC)** provides opportunities to create a sense of community and belonging among employees by attracting, recruiting and retaining the best talent and giving back to the community in which we live and work.

**GM European Connections** drives awareness and excitement for GM products and services in our European communities, and establishes a European professional network in order to foster a safer, more efficient workplace of choice workforce.

**GM Latino Network (GMLN)** has a mission to attract, develop and retain Latino employees; grow our relationships with the Latino community; and promote growth of our Latino market share.

**GM PLUS** is the ERG for lesbian, gay, bisexual, transgender, queer or questioning (LGBTQ) employees and their allies, with a vision that all GM employees feel safe, respected, valued and supported in their workplace.

**GM Veterans Group** creates positive, lasting relations with veteran communities, union partners and organizations, while striving to make us a workplace of choice by recruiting talented military veterans and empowering and engaging current veteran and military employees.

**GM WOMEN** assists women with professional development resources, establishing GM as a workplace of choice, creating leadership opportunities for women and impacting GM's ability to connect with the female consumer.

**JumpStart** is an ERG focused on connecting, engaging, developing and retaining the newest employees at GM. Our goal is to create lifelong ambassadors for GM. With operations ranging globally, JumpStart provides opportunities for networking, professional development, leadership leading exposure and community service.

**Middle-East & North Africa (MENA)** is a group of GM employees with roots and interests in the rich cultures of the Middle East and North Africa. MENA's goal is to create a partnership between GM and the MENA communities in North America and globally, and make GM the workplace of choice for people of Middle East and North Africa background.

**Native American Cultural Network (NACN)** seeks to educate, inform and create a greater awareness among our employees, customers and the general public about Native American Indian culture, beliefs and values. NACN strives to grow Native American youths' interest in STEM, especially engineering, through involvement in the American Indian Science and Engineering Society (AISES).





GM employees recognized at the 2019 BEYA STEM Conference as Modern-Day Technology leaders.



Gerald Johnson, Executive Vice President, Global Manufacturing (left) presents Arvin Jones (right) with the 2019 National Society of Black Engineers Lifetime Achievement in Industry award.



Dr. Arianna T. Morales receives the 2018 Outstanding Technical Achievement award from the Hispanic Engineer National Achievement Award Corporation, and the 2019 National Organization of Gay and Lesbian Scientists and Technical Professionals LGBTQ+ Engineer of the Year award.



MENA employees host their annual All People meeting.



Santiago Chamorro, Vice President Global Connected Customer Experience, and Marina Moshkovich, GM European Connections President celebrate cultural heritage.



Monica Greenhalgh, Chief Information Officer, First Mile and Maven, was listed on LATINA Style's 2018 Top 12 Corporate Latina Executives of the Year.



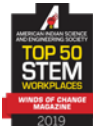
GM Asian Connections member, Dr. Mei Cai, was named as one of the 2018 Asian American Engineers of the Year by the Chinese Institute of Engineers – USA.



GM Asian Connections employees celebrate the 2019 Lunar New Year.



In 2018, GMAAN, along with the UAW-GM, raised more than \$400,000 in support of scholarships for students associated with the United Negro College Fund.



# A Place Where Women Can Lead



## DHIVYA SURYADEVARA

In 2018, GM made headlines with the appointment of Dhivya Suryadevara as the company's first female chief financial officer. In this role, Dhivya is responsible for leading the company's global financial and accounting operations, making her the first and only woman in the automotive industry to serve in this capacity. GM is among a short list of Fortune 500 companies to have both a female CEO and CFO. Dhivya brings extensive finance experience to the CFO role and has been recognized externally for her career accomplishments, including Young Global Leader (World Economic Forum), 40 under 40 (Fortune magazine and Crain's Detroit Business), Rising Stars (Automotive News) and others.

Women comprise more than half of our Board of Directors, and we are the first and only automotive company to be led by a female CEO and CFO.

### **Enterprise Women's Bootcamp**

Our Enterprise Women's Bootcamp focuses on developing the leadership capabilities of executive-potential women and building a support network of women leaders. The training and development sessions – hosted by female executives from different areas of the business – include a combination of lectures, group activities and self-reflections.

### **Global Women's Councils**

GM has 16 women's councils around the world. The mission of the councils is to attract, engage, retain and develop great women to drive GM's business results and culture to win. In addition, GM WOMEN programming focuses on three strategic pillars: earning customers for life through strong brands and products, personal and professional development, and positively impacting communities and cultures to establish GM as a workplace of choice.

### **Take 2 Internships**

One of the biggest obstacles facing women's careers in the U.S. is the difficulty in taking time off work to raise children or care for family members, only to try to break back into the workforce several years later while facing an experience disadvantage. That's why GM launched our groundbreaking Take 2 career reentry program in partnership with the Society of Women Engineers and iRelaunch. This 12-week internship is for women, as well as men, with technical backgrounds in vehicle engineering, manufacturing engineering, manufacturing operations, finance and IT. The program targets applicants that have taken career breaks for two or more years. Interns receive training, professional development and networking opportunities while working on GM engineering programs. The program, which has a high intern placement rate, continues to expand, and its success continues to grow. To learn more about Take 2, visit [search-careers.gm.com/career-re-entry-program](https://search-careers.gm.com/career-re-entry-program).



Women and men around the globe celebrate International Women's Day.



# Far-Reaching LGBTQ Inclusion

Our commitment to the LGBTQ (lesbian, gay, bisexual, transgender, queer or questioning) and allied community starts at the core of the company's policies and extends out to the community. GM has a strong antidiscrimination policy that protects LGBTQ employees.

We are the first and only automaker to sign both the Equality Act and amicus brief supporting the prevention of LGBTQ discrimination; and GM was the first automaker to join the National Gay and Lesbian Chamber of Commerce (NGLCC). For more than a decade, GM offered same-sex domestic partner benefits, and we extended same-sex spousal benefits to married LGBTQ couples in 2012, as same-sex marriage laws began to change. LGBTQ outreach efforts extend to our brands and include groundbreaking LGBTQ-inclusive advertising, sponsorships and promotional events, internal employee training and innovative employee development programs.

GM PLUS is the ERG for LGBTQ employees and their allies, with a vision that all GM employees feel safe, respected, valued and supported in their workplace. In 2015, GM PLUS launched a mentor program for LGBTQ and ally employees in order to provide our rising talent with targeted support for achieving their individual and professional development goals. Beyond its core in southeast Michigan, GM PLUS now boasts chapters in Arizona, Australia, Canada, Mercosur, Mexico and Philippines.



## WE ARE GM

GM facilities around the world fly the rainbow flag in June in observance of LGBTQ Pride Month. GM is committed to building a global culture of diversity and inclusion, and has been a leader in its support of LGBTQ equality in the workplace.

GM PLUS celebrates LGBTQ Pride around the world—Australia, Canada, Mexico and the Philippines.



GM PLUS volunteers showcasing a rainbow-wrapped Buick Regal TourX at Motor City Pride 2018.



GM PLUS leadership at the 2018 Out & Equal Workplace Advocates Summit in Seattle, Washington.



**100%**  
12 out of 13 years

# In Step With Our Vets

## WE ARE GM



Beyond supporting veteran and spousal hiring, equally important is the onboarding and retention of new employees. GM Veterans ERG plays a key role with eight chapters in states that provide ongoing mentoring to help veterans transition successfully into civilian life.

For more than 100 years, GM has been a proud supporter of the U.S. military and has a deep appreciation for the sacrifices made by the men and women of our armed forces and their families. Today, GM's support and advocacy continues with over 6,200 employees and over 45,000 retirees who have proudly served in the military.

A strong veterans ERG network is an active component at GM to promote and advocate for active and former military. Externally, GM provides financial and resource support for various military advocacy programs, philanthropy and employment initiatives, including:

- GM is a proud corporate sponsor of the U.S. Chamber of Commerce Foundation's "Hiring Our Heroes Program," a national grassroots effort to advocate for employment for returning veterans and their spouses.
- GM is also partner to the "Veteran Jobs Mission," a coalition of private-sector businesses originally dedicated to hiring 100,000 veterans by 2020. This mission's goal has already been exceeded, helping over 436,000 veterans and spouses find employment.
- GM's Service Technical College and GM Automotive Service Educational Programs provide employment and free technical training for veterans and returning service members to prepare them for both technical and nontechnical entry-level roles in a dealership.
- GMC partnered with the Stephen Siller "Tunnel to Towers" Foundation, which designs smart homes for catastrophically injured veterans. GM/GMC has raised over \$10 million.

**THEY ENLISTED. NOW IT'S OUR TURN.**

**#enlistme**

Over 200 severely injured service members are on a waiting list for smart homes. Enlist to enlist them. Join us and donate now at [enlistme.org](http://enlistme.org), where your donation helps build them homes that will transform their lives.

**GMC** | **THE OFFICIAL TRUCK OF THE DENVER BUSINESS**

**BUILDING FOR BUSINESS**

A PROUD PROGRAM OF **Stephen Siller Tunnel to Towers Foundation**

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**CHEVROLET MILITARY DISCOUNT** | **FIND NEW ROADS**

**CHEVROLET**

Chevrolet and its dealers proudly support those who serve with our Military Discount. Learn more at [ChevySalutes.com](http://ChevySalutes.com).



# Able to Do More

The GM Able ERG promotes awareness of the capabilities of those with a disability and serves as a resource to our disabled employees, or those who care for a person with a disability. The ERG also provides valuable input to the company relative to the accessible design of our products and facilities.

The GM Disability Advisory Council is comprised of cross-functional senior leaders who identify opportunities and processes that promote an inclusive environment for employees with disabilities.

Having a diverse workforce that mirrors its customer base is important for any business, but especially a global business such as GM. In 2017, in partnership with the Autism Alliance of Michigan, General Motors launched the DEMAND (Driving Employment to Meet Automotive Needs through Diversity) program. The program is a focused effort to hire employees with autism for salary positions.

GM Able employees from around the company are participating in self-driving vehicle design workshops with engineers to provide valuable perspectives on behalf of the disability community. Leveraging GM's internal network creates a unique opportunity for engineers to partner closely with fellow employees who are passionate about GM's role as a leader in inclusive transportation.

Our support of persons with disabilities also extends to our customers. GM is one of only a few automotive OEMs that has a program to reimburse customers a portion of the cost to adapt their qualified new GM vehicle to accommodate the needs of our customers with disabilities or those customers with caretaking responsibilities for people with disabilities. Learn more about our GM Mobility Incentive Program at [www.gmfleet.com/overview/mobility-vehicles.html](http://www.gmfleet.com/overview/mobility-vehicles.html).



## WE ARE GM



"I never imagined myself working for a company like GM because of my disability," said Adan Salinas, a team member of the headliner trim shop at the General Motors San Luis Potosí plant in Mexico. The plant opened in 2008 and produces Chevrolet Aveo and Trax, as well as the GMC Terrain.

When he was 17, Adan was involved in a serious automobile accident, resulting in paralysis from the waist down. After the accident, he enrolled in a workshop in partnership with a local nonprofit organization that helps people with disabilities develop the necessary skills to work in manufacturing and then find job placement in the local community.

After finishing the training, Adan met with GM labor relations leadership at the San Luis Potosí plant and soon after received an offer for employment. He hopes to grow his career with GM and work in different shops throughout the plant in the future.

"When you are a person with a disability, it can be difficult to find a job," said Adan. "Working at GM has given me the feeling of independence, and I am confident that I can grow within the company."

# Connecting Through Culture

GM ERGs provide a place for people to belong—and create a connection to potential new employees, customers and community partners.

## *The Business Familia of Choice*

The GM Latino Network (GMLN) seeks to be the “Business Familia of Choice” for Latinos, serving GM and our community by attracting, engaging and developing Latino employees in support of GM’s strategic priorities.

Within the larger community, GMLN is active in a number of initiatives across the country to promote STEM learning among youth. Some activities include STEM workshops, coding events and FIRST Robotics team engagement. For GMLN, it’s about making sure the future talent pipeline is inclusive of Latino talent, which not only helps GM, but also contributes to the economic growth and sustainability of the community. The Latino Network has been instrumental in recruiting talent from key strategic community relationships. As with many other ERGs, the strategic focus and priority is to attract, develop and retain top talent.

## *Building Strong Leaders for the Company and Community*

The General Motors African Ancestry Network (GMAAN), is one of GM’s first ERGs and provides a competitive advantage in attracting, developing and retaining African Ancestry employees while engaging in our communities to provide support, insight and growth based on GM values and priorities.

GMAAN accomplishes its yearly business plan by focusing all actions on professional development, community outreach, product awareness and advocacy. In these areas, members have the ability to lead, innovate and collaborate across the company. Through GMAAN’s best-in-class mentoring program, protégés and mentors participate in a variety of activities that holistically develop members and build upon business initiatives, as well as executing on community programs. From providing technical expertise on new technologies within the company, to facilitating STEM youth workshops, to servicing families through programs like Adopt-A-Child; GMAAN and its chapters across the country are focused on providing diverse perspectives to achieve innovative solutions. GMAAN serves to develop the talent pipeline and positively contribute to the future of mobility.

GMAAN members practice being courageously humble and intellectually strong in the quest to find new roads. Continuous improvement and innovation invite strong engagement with other GM ERGs and the overall GM community, making inclusion a natural benefit of the ERG’s focused energies.



The GM Latino Network partners with groups like the Detroit Cristo Rey High school to develop budding young talent for STEM careers. Pictured here are the Kinematic Wolves Cristo Rey robotics students.



In an effort to expose students to computer coding, the Atlanta GMAAN chapter hosted a workshop for members of 100 Black Men and Black Data Processing Associates.

# We Support Inclusive PUBLIC POLICIES

The business case and reputational benefits of a diverse company are well-established. However, policies that promote fairness and strengthen opportunities for a more diverse and inclusive workforce are still needed.

GM's leadership has taken bold stances to promote fair and equitable policies over the years. Empowering unique and diverse perspectives keeps GM on the cutting edge of technological innovation in the fast-paced automotive industry.

## ***Business Coalition for the Equality Act***

GM is the first and only automaker to join the Human Rights Campaign's [Business Coalition for the Equality Act](#), a group of over 200 leading U.S. employers with operations in all 50 states. The Equality Act would expand existing laws to ban discrimination in employment, lending, housing, jury selection and public accommodations based on sex, sexual orientation and gender identity—ensuring consistent protections that align GM's internal policies for its employees with national protections for our LGBTQ family members and friends.

## ***Coalition for the American Dream***

GM stands with the Dreamers we employ and the hundreds of thousands of Dreamers employed by multiple companies across the U.S. We are members of the [Coalition for the American Dream](#), an organization of business leaders from every major sector of the U.S. economy, pursuing a bipartisan, permanent legislative solution for the Dreamers.

## ***Number 1 Globally for Gender Equality***

Our commitment to fair and equitable pay policies, and treatment of women within the workplace, received global recognition in February of 2019 by [Equileap](#), the leading international organization advancing gender equality in the workplace. GM was identified as the only leading U.S. company in the S&P 100 Index with no gender pay gap, providing equal pay for equal work at all levels within the company. We were also recognized as having a gender-balanced Board.

Congressman Will Hurd (R-TX) (fourth from left), co-chair of the Congressional Hispanic-Serving Institutions Caucus, toured GM Financial's San Antonio Servicing Center, including a briefing session with senior and executive leaders from GM and GM Financial, as well as a moderated town hall discussion for the Center's front-line employees.



GM Fairfax Assembly and Stamping Plant representative, Congresswoman Sharice Davids (D-KS), Co-Chair of the Congressional LGBT Equality Caucus, and GM PLUS Chairman, Adam Bernard, meet at the Human Rights Campaign headquarters following his participation in the organization's Spring Lobby Day on the Equality Act.



## ***CEO Action for Diversity & Inclusion***

The largest CEO-driven business commitment to advancing diversity and inclusion within the workplace through measurable action is currently supported by over 650 CEOs of the world's leading companies, including Mary Barra on behalf of GM. Mary personally committed to the [CEO Pledge](#), which includes three initial goals to:

1. Make our workplaces trusting places to have complex, and sometimes difficult, conversations about diversity and inclusion;
2. Implement and expand unconscious bias education; and
3. Share best—and unsuccessful—practices.

## ***Stakeholder Engagement***

GM's public policy team plays an integral role in advancing matters that affect the company's bottom line and reputation. They engage stakeholders across the federal, state and local levels, as well as across the globe. Many of these stakeholders are seeking accountability and commitments from corporations to diversify their boards of directors, executive leadership teams, suppliers and policy advocates. Given our long-standing legacy of firsts and our commitment to embracing a corporate culture that reflects our customers, we aim to serve as a model for diversity and inclusion.

Our team creates opportunities to showcase the work of our diverse corporate leaders and representative programming. For example, our executives have engaged the bipartisan leaders of the historic Diversity & Inclusion Subcommittee of the House Financial Services Committee as well as fostering meaningful relationships with the Congressional Caucuses on Historically Black Colleges & Universities and Hispanic Serving Institutions, among others.

To learn more about GM Public Policy efforts please visit GM Engage, our new grassroots site <https://gmengage.gm.com/>.

# We Promote Inclusion Across Our **SUPPLY CHAIN**

## WE ARE GM

GM supports over 20 advocacy groups by sponsoring events, training and participating on committees/voluntary board seats. Based on an external strategic partnership with Dartmouth College's Tuck School of Business, GM funded 20 Executive Education Scholarships in 2018.

## 2018 Corporation of the Year

- Asian Pacific American Chamber of Commerce (APACC): Luminary Award
- Canadian Aboriginal & Minority Supplier Council (CAMSC): Procurement Business Advocate of the Year
- Great Lakes Women's Business Council: Excellence in Supplier Diversity
- Women's Business Enterprise National Council (WBENC): Applause Award
- Women's Business Enterprise National Council: Gold Award (Top Corporation)

## \$7.4 billion

**TOTAL MINORITY  
SUPPLIER SPEND**

**2018 Tier I spend  
\$3.9 billion**

**2018 Tier II spend  
\$3.5 billion**

The GM Supplier Diversity Team serves as bridge builders, connecting a value stream of diverse suppliers, communities and customers. Our aim is to ensure that this connection drives lasting business relationships, customer loyalty, and world-class parts and services that support our long-term viability.

GM was the first automotive company to establish a formal Supplier Diversity program in 1968, and since then we've garnered numerous accolades for our record of setting industry standards in collaboration with diverse suppliers. In its 51st year, the GM Supplier Diversity program continues its unwavering commitment to the development and growth of diverse suppliers.

Our Supplier Diversity team understands that investing in our youth is critical to the future success of GM and our larger economy. We are driving the next generation of entrepreneurs by funding various scholarships for Detroit Cristo Rey students. These students participate in a work study program in partnership with our advocacy partners, Great Lakes Women's Business Council and Michigan Minority Supplier Development Council. Additionally, we support the National Association of Black Suppliers (NABS) Scholarship Fund, the Youth Ambassador Scholarship Program through the Detroit Hispanic Development Corporation (DHDC), the GirlBiz [a National Association of Women Business Owners (NAWBO)/Excel program] educational series, and the 2018 NAWBO/Excel "Hackathon" coding event.

A core element of GM's Supplier Diversity program is our development strategy, focusing on two key areas—mentoring and training. Our 5 Point Development Curriculum consists of training sessions that focus on the GM process, talent acquisition, operational excellence, financial acumen and Tier II inclusion.



General Motors celebrates 50 years of supplier diversity during the WBENC National Conference & Business Fair in Detroit, Michigan.

# We Foster an Inclusive MARKETPLACE

With more than 12,450 dealers worldwide, our dealerships are integral to the distribution of our products and serve as the local face of GM in communities around the world.

The GM Dealer Development organization is responsible for managing diversity in our dealer network. Its mission is to create a profitable dealer network across all GM brands that reflects consumer diversity in the U.S. The GM Dealer Development organization supports three specific programs:

- **Minority Dealer Development (MDD)**, launched in 1972, was the first program of its kind. MDD focuses on developing, building and retaining a profitable minority dealer network. The Minority Dealer Advisory Council (MDAC) gives GM insights into the concerns of the dealer network. Learn more at [www.gminoritydealer.com](http://www.gminoritydealer.com).
- **Women's Retail Network (WRN)**, launched in 2001, is the first and only structured program in the industry developed exclusively to attract and develop women dealers. WRN expanded its reach in 2013 to represent the interests of GM women dealers and management staff in the U.S. and Canada. Under WRN, GM Women's Dealer Advisory Council (WDAC) aims to grow GM's purchase consideration and market share among female buyers. WDAC includes women dealers, women in automotive retail management and other key stakeholders. Learn more at [www.gmwomensretailnetwork.com](http://www.gmwomensretailnetwork.com).
- **The National Candidate Program** is the training and development arm of the Dealer Development program. Its mission is to help prepare minority and female candidates to become GM dealer operators/owners. One component of this is our long-standing Motors Holding investment group, which provides qualified dealer candidates with the means to own dealerships through structured investment partnerships and buyout plans. Learn more at [www.gminoritydealer.com](http://www.gminoritydealer.com).

GM has more minority-owned dealerships than any other car company in the U.S. Today, ethnic minority- and women-owned dealerships represent more than 13 percent of GM's U.S. dealer network. GM's dealer diversity programs, along with partnerships such as with the National Association of Minority Automobile Dealers in the U.S., are critical for our commitment to grow a dealer portfolio that more closely reflects the diversity of GM's customer base.



2018 GM MDD Premier Performer recipients based on net profit before bonus and taxes.

## *Serving a Diverse Marketplace*

With vehicles sold in more than 125 countries, our global customer base is inherently diverse. In the U.S., we have made a significant effort through our diversity branding and communications to reach out to minority consumers to better understand their needs. We listen to our customers, appreciate their differences and leverage our collective diversity to continually evolve as a company. The Diversity Marketing Center of Excellence provides a centralized team of multicultural experts within GM that is focused on broadening the organization's understanding of today's diverse consumer, while also supporting key diversity brand marketing objectives.

## STRATEGIC INITIATIVES

### MONTHLY WEB-EX

We provide training in three key resources that includes GM's Drive Growth application, as well as improving performance in both the Variable and Fixed Operation Departments. Each month, the GM MDD team hosts a session to review Drive Growth, which is an analytical tool that uses dealer and industry data to identify power insights that lead to strategic sales growth. In addition, we also host quarterly Variable and Fixed Operations training sessions that focus on topics that drive performance efficiency and profitability. Some past topics

include our PASE Program, Inventory Balancing, CSI and Handling BDC Leads.

### SCHOLARSHIP

GM and its dealers remain the only manufacturing/retail partnership to offer tuition assistance to women pursuing auto-related degrees. Not only does the scholarship program increase the pipeline of talented women entering automotive retail, but it also provides dealers with a grassroots opportunity to showcase their commitment to education, women and their communities.

The WRN Drive to Succeed Scholarship program is another critical step in creating

an inclusive retail culture. Exceptional female employees increase customer loyalty and overall profitability, and attract other women into our industry.

### 20 GROUPS

The Diversity team supports and funds minority dealer participation in 20 Groups, which bring dealers and department managers together to exchange ideas and learn best practices. Groups are limited to 20 participants who represent similar brands in noncompeting markets. Participants say the 20 Groups are valuable because they examine dealerships' weaknesses as well as strengths.

# WE INVEST

## in Diverse Communities

GM is committed to fostering smart, safe and sustainable communities around the world. Our social investments promote economic growth through science, technology, engineering and math (STEM) education, vehicle and road safety and community development. Our core areas of investment are identified below and coupled with examples of representative partnerships that align with our vision and values.

### **STEM Education**

We have a strategic interest in the education of our future workforce, particularly in STEM areas, given the increasing level of advanced technology in the automotive industry. GM's STEM Impact Compass helps us identify partnerships in four emerging areas with the potential to drive transformative solutions:

- **Immersive Learning**—Driving engagement through hands-on experiences that encourage active participation
- **Computational Thinking**—Developing analytical, multidisciplinary and transferable skills like problem-solving and experimentation
- **Artificial Intelligence**—Exploring AI-powered technologies with the potential to facilitate teaching and learning
- **Digitization of Education**—Using online and digital tools and resources to transform how learning is delivered and experienced inside and outside the classroom



General Motors volunteers help 2nd-6th grade students at Detroit International Academy during the Black Girls Code Detroit launch.

### **BLACK GIRLS CODE**

GM funds innovative programs designed to encourage young people to pursue technology and engineering professions and prioritizes partnerships that create opportunities for women/girls, ethnic minorities and underrepresented groups.

Through a partnership with Black Girls CODE, the organization has officially launched a Detroit chapter and is introducing the skill of coding to young girls of color to inspire a future career path as STEM professionals. This is particularly critical given that women of color are traditionally underrepresented in STEM fields, especially in technology. Only 3 percent of African-American women and fewer than 1 percent of Latinas receive degrees in computer science.

### **Vehicle and Road Safety**

Our second focus area supports global efforts to increase safe practices in and around vehicles. Motor vehicle crashes are the number-one cause of unintentional death among children ages 5-19. Further, six teens ages 16-19 die every day from motor vehicle injuries. This is why we focus on parents, grandparents, young drivers and children.

Through advocacy and education, we aim to reduce the number of vehicle-related injuries and deaths by increasing the number of drivers and passengers who use seat belts and restraints, decreasing the number of impaired and distracted drivers, and raising awareness of effective road safety practices to improve the knowledge and skills of drivers, passengers and pedestrians. This aligns with GM's vision of moving humanity forward through zero crashes, zero emissions and zero congestion.

### **SAFE KIDS WORLDWIDE**

Our long-standing partnership with Safe Kids Worldwide ensures that vulnerable populations also have access to child passenger safety education by hosting car-seat checkups and heatstroke prevention events in underserved communities across the country. GM is also the first automaker to implement and integrate preventive technology into our vehicles in the form of a Rear Seat Reminder feature.





We're on the forefront of electric and self-driving cars and connectivity that allows our vehicles to communicate with each other—and, with all that innovation, today's cars have millions of lines of code. It's one of the reasons that it's our mission to help build the next generation of STEM leaders, with an emphasis on expanding opportunities to women and other underrepresented groups.

**MARY BARRA**  
Chairman & CEO,  
at Black Girls Code Detroit launch

### Community Development

Our third focus area spotlights holistic efforts to improve neighborhoods and empower residents in select global communities. Specifically targeting employability, livability and mobility, we are creating opportunities for individuals to be on the move—living, working, learning and playing—while providing access to affordable, reliable and innovative transportation choices.



#### KaBOOM!

Partnering with KaBOOM! allows us to invest in equitable play solutions for children in low-income communities nationwide, ensuring that all rising stars have the childhood they deserve, filled with safe, balanced and active play. According to the organization, 80 percent of elementary school principals report that recess has a positive impact on academic achievement. However, only one in four children gets a daily dose of 60 minutes of physical activity or active play. In partnering with KaBOOM! and similar organizations, GM prioritizes areas where we have a physical presence and can engage employee volunteers in the community. For example, more than 150 community volunteers made up of scholars, parents and team members from Wayside, KaBOOM! and General Motors came together in 2018 to build a playground in Austin, Texas, home to GM's IT Innovation Center.

## CORPORATE GIVING 2018 By the Numbers



**17,629**  
EMPLOYEE  
VOLUNTEERS



**187,315**  
VOLUNTEER  
HOURS



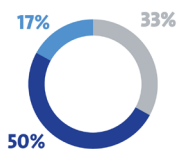
**\$3.2M**  
IN-KIND  
DONATIONS



**1.4M**  
PEOPLE SERVED  
THROUGH GRANTS

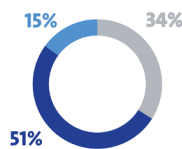
#### FOCUS AREA FUNDING

##### STEM EDUCATION



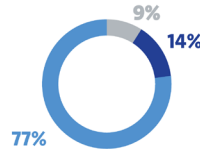
- Increase in students earning degrees in STEM.
- Increase in presence, achievement and persistence for under-represented minorities in STEM fields.
- Increase in qualified teachers.

##### VEHICLE & ROAD SAFETY



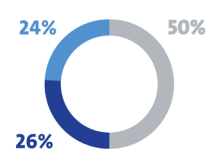
- Increase in seat belt usage.
- Increase in awareness and knowledge of vehicles and road safety issues.
- Decrease in distracted driving.

##### COMMUNITY DEVELOPMENT



- Increase in access to affordable and reliable transportation choices.
- Increase in education levels/vocational skills.
- Increase in quality of life through resident-led innovations.

##### DETROIT



- Increase in third grade literacy, STEM education, high school graduates and supply of qualified school teachers and leadership.
- Increase in post-secondary education and decrease in barriers to sustainable employment.
- Increase in access to arts and culture institutions, thriving neighborhoods and visitor, business and resident growth.



# Learn More About **WHO WE ARE**

**GM DIVERSITY**  
[www.gm.com/diversity](http://www.gm.com/diversity)

**GM CAREERS**  
[careers.gm.com](http://careers.gm.com)

**GM SUPPLIER DIVERSITY PROGRAM**  
[www.gmsupplierdiversity.com](http://www.gmsupplierdiversity.com)

**GM DEALER DIVERSITY PROGRAM**  
[www.gmdealerdevelopment.com](http://www.gmdealerdevelopment.com)

**GM CORPORATE GIVING**  
[www.gm.com/our-company/social-investment](http://www.gm.com/our-company/social-investment)