



GM

About the company:

- One of the biggest automobile companies in the world
- The main international office is located in Detroit, USA
- More than 120 countries, 209 thousand employees
- Brands: Baojun, Buick, Cadillac, Chevrolet, GMC, Daewoo, Holden, Opel, Wuling
- Largest sales markets : China, USA, Brazil, GB, Germany, Canada, Italy, Mexico



General Motors played a vital role in the formation of the middle class in the United States.



The car has become an indispensable attribute of American life style.

ESTABLISHED AT 1908, Flint, Michigan, USA



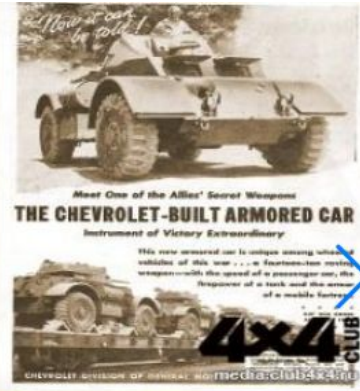
William Crapo Durant – the founder

Early history

1910 – sold 12 000 cars

1927 – one of the top 3 largest automakers in the USA

1933 - full cooperation with the government of the country



Global expansion

The company included. OPEL, HOLDEN, SUZUKI, SUBARU, ISUZU.



Golden time:

1950 – brands of GM (Chevrolet, Oldsmobile, Pontiac, Cadillac, Buick) – 46 % of car sales in USA

1961 – record 51 %



ELECTRA 2-DOOR HARDTOP in Pearl Fawn over Cordovan



ELECTRA 225 4-DOOR RIVIERA SEDAN in Midnight Blue



LE SABRE 4-DOOR SEDAN in Silver Mist



LE SABRE 2-SEAT ESTATE WAGON in Lucerne Green

Worldwid

1978 – the company include more than 50 companies producing models for civil and military needs



2008

crisis:

- fuel prices have gone up from \$2,10 to \$4,50 by a gallon
- the market began to decline rapidly and company didn't sell cars. To the end of the year GM lost \$30,9 millions



Bankruptcy

1 June 2009 – GM declared in the New York bankruptcy. At that moment the company had debts \$82 milliard and \$173 milliard assets



Only with the help of government the company was able to overcome the crisis

