

GM Sales in China Hit New February Mark

General Motors and its joint ventures sold 257,770 vehicles in China during February, setting a new record for the month. Sales increased 19.9 percent from 215,070 vehicles sold in the same month last year.

In February, Shanghai GM's domestic sales were up 8.8 percent year on year to 109,889 units, GM's joint venture company SAIC-GM-Wuling's domestic sales were up 29.4 percent to 142,620 units and FAW-GM's domestic sales were up 38.7 percent to 5,092 units.

Buick sales in China's domestic market increased 13.0 percent on an annual basis in February to 59,164 units. Its best-selling model remained the original Excelle family, which had sales of 21,820 units - a rise of 49.4 percent. It was followed by the Excelle XT and GT, which had a combined sales growth of 13.8 percent to 16,260 units.

Chevrolet sales in China dropped 0.1 percent on an annual basis to 46,347 units. The brand's most popular model was the Cruze, which sold 19,960 units - an increase of 52.1 percent. Sales of the Sail family were 13,173 units.

Cadillac sales in China were a February record 4,378 units. Demand for the luxury brand jumped 90.8 percent on an annual basis, as sales of the popular XTS luxury sedan totaled 2,042 units.

Wuling sales across China increased 31.6 percent from February 2013 to 137,018 units. Sales of the Hong Guang family rose 103.2 percent to 65,129 units. Baojun, GM's entry-level passenger car brand in China, had sales of 5,602 units.

With all-time monthly record sales in January, GM's domestic China sales during the first two months of 2014 totaled 605,831 units - an increase of 15.2 percent from the year-ago period and also a new record.

Between January and February, Shanghai GM sold 281,745 units in China, which was up 10.4 percent on an annual basis. SAIC-GM-Wuling sold 315,472 units in China, which was up 20.4 percent. Both were new highs for the period. FAW-GM sold 8,411 vehicles in China, which was up 3.1 percent.

In addition, during the first two months of 2014, Buick sales rose 14.7 percent year on year to 159,291 units, Chevrolet sales were down 0.2 percent to 112,335 units, Cadillac sales jumped 161.8 percent to 10,119 units, Wuling sales

were up 20.9 percent to 300,904 units and Baojun sales grew 11.4 percent to 14,568 units.

These sales are important to GM, said Mike Wall, director of Automotive Analysis for IHS Automotive, because China is the world's largest car market.

"In general, GM's China sales are profitable for the company," Wall said. "They've done a good job of putting out a variety of vehicles that have caught on with the public there. GM has penetrated the market with brands like Buick, which enjoys a different sort of reputation there than here."

Doing well in China is great for GM, Wall said, but that market is "wickedly" competitive.

Companies such as Volkswagen and the Japanese are there in a strong way. Ford, which, Wall said, came to the Chinese market somewhat late, is also striving

hard to gain market share.

"But a major automaker like GM can't afford to be left behind in the Chinese marketplace," Wall said. "By 2020, it's estimated that yearly sales will reach the 30 million mark. That's a lot of volume. Here in the U.S., a good year is 16 million. GM can't afford not to be there."

Wall said GM's profits from China in the last quarter of 2013 were strong. And things should get better because automakers are creating true world platforms. This helps spread out development costs and keeps the price of vehicles down.

"This latest news about GM's China sales is good news," Wall said. "Everything I've heard indicates that that market is only going to get bigger and having a strong presence now will only help later."

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Women's Power Breakfast Set For Gleaner's

The 21st annual Women's Power Breakfast will be held at the Gleaner's Community Food Bank Detroit Distribution Center on Wednesday, April 2, starting at 7 a.m.

More than 500 of southeast Michigan's most prominent female business, civic and community leaders will gather in support of Gleaner's efforts to provide one million meals for children across southeast Michigan this spring, said Gleaner's spokesperson Suzette Hohendorf.

"This fundraiser has grown tremendously in 21 years and is a testament to the generosity of all involved," said Gerry Brisson, president of Gleaner's.

"I am grateful for and humbled by the overwhelming response from the female leaders in our community, who come together without hesitation to help feed the hungry children in our area."

This year's Power Breakfast honorary chairs are: Diana Reid, Lori Wingerter and Jayne Homco.

To purchase tickets to the breakfast, go to womenspowerbreakfast.org, or call Hohendorf at 866-453-2637, ext. 243.

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