



# 2020 GM Texas State Impact Report





# Dear Stakeholders,

GM has been part of Texas communities since we first arrived in 1954. The state is filled with a spirit of innovation and has been the perfect place to evolve our SUVs as well as other parts of our business in the technology and finance spaces. That's why over the past 10 years we've invested billions into our facilities, dealers, suppliers, community stakeholders and, most importantly, people. This report captures just some of GM's impact in Texas during 2020, a year most of us won't forget.

Texas is home to 13 GM facilities, employing more than 13,500 Texans who earn more than \$1.3 billion in wages that contribute to the state economy. Most notably, Arlington Assembly is home to every new full-size SUV in GM's product lineup sold around the world: the Chevrolet Suburban and Tahoe, GMC Yukon and Yukon XL, and the Cadillac Escalade.

But our footprint in the Lone Star State is bigger than our production of SUVs. With GM Financial headquartered in Fort Worth, one of GM's IT Innovation Centers located in Austin, and parts facilities, distribution centers, suppliers, regional offices and branch locations in key communities, we are deeply rooted in the state of Texas. Even if you don't live near one of our 13 major facilities, your community is likely home to one of our 311 dealerships in the state.

GM serves communities through social impact grant programs, philanthropic initiatives, crisis response and workforce development. Led by our employees, and through dedicated employee resource groups (ERGs), we strive not to just give, but to create meaningful relationships to support each community's unique needs. When the COVID-19 pandemic hit, our team worked with state and local nonprofit organizations to provide resources and financial support.

Our commitment to being good neighbors extends to the environment we share. Texas remained the national leader in the U.S. wind energy industry in 2020. Our wind power agreements – totaling 80 megawatts – with Cactus Flats and Hidalgo wind farms in Texas help power several GM facilities, including Arlington Assembly, the Austin Innovation Center, and GM Financial's headquarters in Fort Worth. We strive to be a responsible corporate citizen through [sustainability initiatives](#) that preserve resources, increase energy efficiency and reduce waste so that people can thrive in a world with fewer emissions.

As a company, we are transforming and we're bringing our workforce with us. GM envisions a future with zero crashes, zero emissions and zero congestion. Years of expertise in building high-quality, internal combustion engine-powered vehicles, like the full-size SUVs at Arlington, readily translates to the world of electric vehicles as we use our scale and experience to help lead an all-electric future.

We have also committed to becoming the most inclusive company in the world. Between Arlington Assembly having one of the highest transferee rates from other GM locations, GM Financial's highly diverse North Texas workforce and the Austin IT Innovation Center recognized as one of the Top Workplaces in 2020 by the Austin American-Statesman, we pride ourselves on having a culture where everyone feels welcome.

While 2020 presented us all with challenges, we are proud of our accomplishments and the support we provided to Texas employees and communities. We encourage you to check out the highlights below and look forward to our continued work in Texas!



Bill Kulhanek,  
Plant Executive Director,  
Arlington Assembly



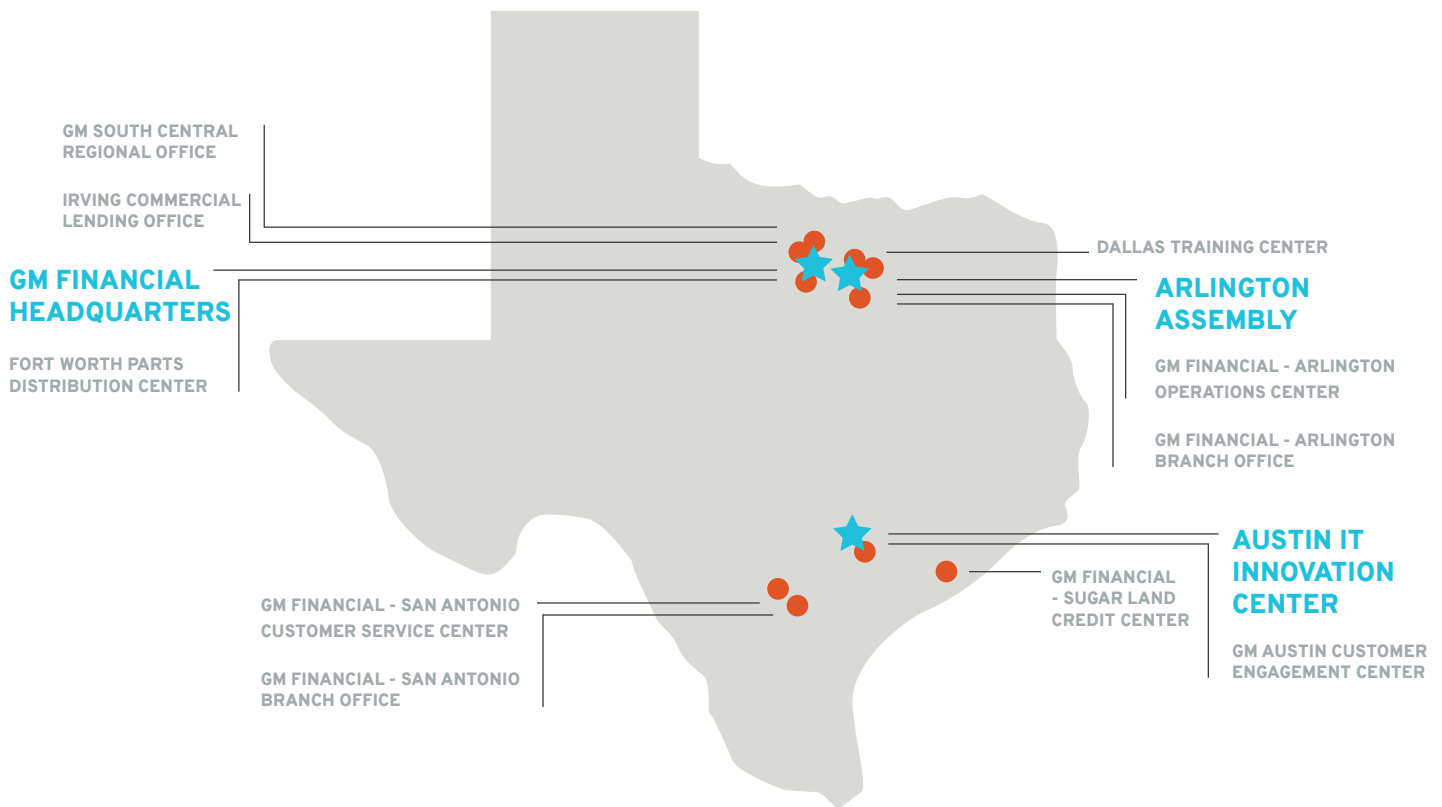
Dan Berce,  
President and CEO,  
GM Financial



Randy Mott,  
Executive Vice President  
and Global CIO

*"General Motors" refers to various legal entities, both past and present, that operated from time to time using the GM brand name and trademarks, although the ownership of such marks has changed over time.*

# Our 2020 Impact in Texas



**311 DEALERS &  
588 FRANCHISES**  
IN THE STATE OF TEXAS



**13 FACILITIES**  
\$1.9B INVESTED IN TEXAS  
FACILITIES SINCE 2009



**13,528 EMPLOYEES**  
\$1.3B TAXABLE WAGES



**297 SUPPLIERS**  
\$2.2B SPENT  
WITH SUPPLIERS

## 2020 Social Investment

While the COVID-19 virus impacted in-person employee volunteerism, it didn't impact our desire to give back.

**\$900K+** in social investments to **20+** community organizations in Texas.

Addressed critical needs resulting from COVID-19 including food security, housing assistance, elderly assistance, small business support and at-home education.

Nearly **48,000 Texans** impacted by GM's social investments.

**128 volunteers** dedicated **1,351 hours** to volunteering in Texas communities in 2020.



# Arlington Assembly

GM Arlington Assembly is the birthplace of more than 11 million of our most iconic vehicles. In 2020, Arlington Assembly employed more than 5,300 of our finest manufacturing employees who have the capability of producing approximately 1,200 full-size SUVs each day. To reach this impressive output, Arlington Assembly leverages the power of Texas with nearly 300 state suppliers and a major GM-owned parts distribution center in Fort Worth.

The pride our employees feel doesn't end when they clock out. The GM team is committed to helping the growth and success of the Arlington community through volunteering, community grants and board membership. That dedication extends beyond the Arlington city limits with commitments to waste reduction, energy efficiency, renewable energy and resource preservation. As Texas continues to lead the country in the use of wind energy, just over 92 percent of plant electricity at Arlington Assembly is generated by Texas wind farms. In part due to Arlington Assembly's initiatives, and all of GM's sustainability initiatives, the EPA ranked GM as the 14th largest green power user in the Green Power Partnership for 2020.



## TRINETTE MOORE

"At GM, we are motivated by our aspiration to lead a future with zero crashes, zero emissions and zero congestion. Our team is constantly innovating and exploring new ways to implement sustainable practices at Arlington Assembly."

**Environmental Engineer at Arlington Assembly**



# Full-size Pride



In 2020, Arlington Assembly began building all-new versions of GM's full-size SUV portfolio – the Chevrolet Suburban and Tahoe, GMC Yukon and Yukon XL, and Cadillac Escalade.

- Suburban is the longest-running nameplate in the U.S. auto industry with 85 years of continuous production.
- Tahoe has been the number one full-size SUV sales leader for nearly 20 years.
- The Yukon Denali has been the pinnacle of GMC professional-grade craftsmanship for more than 20 years.

These are the vehicles in which memories are made, transporting loved ones to Grandma's, to soccer games and off to college. These vehicles are also great for business. The full-size SUV lineup is highly profitable thanks to competitive pricing, high value, high-feature offerings and a variety of desirable trim levels. GM dominates this segment with more than 60 percent market share for full-size SUVs.

## Dealerships in Texas

Three hundred eleven GM dealerships employ more than 23,000 Texans and offer customers GM's full vehicle lineup. In 2020, GM dealerships delivered more than 275,000 vehicles in Texas.

From Arlington Assembly's flagship SUV products to the Chevrolet Bolt EV, Texas dealerships are ready to put every customer in a vehicle that's right for them. Dealerships carry the pride of the GM brand in serving that community. Dealerships invest in Texas by holding community events at their sites, and working with organizations like the Tunnel to Towers Foundation, which provides specially adapted, smart homes for catastrophically injured veterans and mortgage-free homes for Gold Star and first responder families.



## 275,435 vehicles delivered in 2020





## GENERAL MOTORS AUSTIN IT INNOVATION CENTER

# Austin IT Innovation Center

GM insourced our IT operations to Austin and three other U.S. cities, beginning in 2012. GM has completely transformed our IT operations, with more than 7,700 IT employees delivering 10x the business value and innovation, with greatly reduced operational costs.

In 2019, employees settled into their newly expanded and renovated space in Austin. This new workplace features over half a mile of indoor walking paths for employee wellness, colorful common areas promoting collaboration and productivity, a global operations center, ample video conference spaces and a contemporary auditorium. The new site includes free electric charging stations and offers pride parking spots for all GM vehicles.

Austin employees responded to the global pandemic by enhancing GM's online brand sites to further

e-commerce transactions with dealers, developing new software code to automate and streamline temperature screening, creating an open-source contact tracing application, and programming global efforts to manufacture ventilators and masks.

The site also was recognized as one of the Top Workplaces in 2020 by the Austin American-Statesman due to the strength of our overall employee engagement. The Austin IT Center is home to more than 2,200 employees, and we are looking to hire more software developers, data scientists and other tech professionals in 2021.

Led by chapter president Rohit Mucherla, the **JumpStart ERG** at the Austin IT Innovation Center is focused on making new hires feel welcome at GM and in Austin.



## ROHIT MUCHERLA

"The culture at the Innovation Center is so welcoming. People want to help. Leaders are approachable. The whole culture is tailored to bring employees together, expand networks, grow careers, create friendships and support our community."

**Chapter President of JumpStart at Austin IT**



# GM Financial

GM Financial is the finance subsidiary of GM and a global provider of auto finance solutions. Headquartered in Fort Worth, it is the largest downtown employer and has Texas offices in Arlington, Las Colinas and San Antonio.

GM Financial leverages existing relationships with dealers to offer financing and lease programs to put customers in a GM vehicle. GM Financial also provides dealers in Texas and around the world with finance products and tools to help them grow their businesses.

GM Financial embraces a diverse culture and advocates for equity in the workplace with programs like the reverse mentorship program. Using its financial expertise, GM Financial drives equity and narrows financial literacy gaps with initiatives like the KEYS® financial wellness program.

As a good corporate citizen, GM Financial supports local nonprofits and organizations like the Young Women's Leadership Academy, offers paid volunteer time off for all employees, and prioritizes

environmental initiatives like the paperless enrollment effort – preventing the printing and mailing of nearly 14 million letters per year.



## Community Focused Financial Literacy



**WHAT CAN I AFFORD**



**MONEY MATTERS**



**LEASE OR BUY**



# Community Impact

GM works to create sustainable solutions that improve the communities in which we live and work. Our investments in society are promoting economic growth in Texas through science, technology, engineering and math (STEM) education, vehicle and road safety, and community development. In Texas, we collaborate with leading organizations to empower our neighborhoods and their residents.



**701,103**  
PROBLEMS SOLVED



**70,404**  
MINUTES ENGAGED

## NUMBERSENSE

During the 2019-2020 academic year, the GM Women ERG at Arlington Assembly supported Roark Elementary in Arlington by introducing a STEM program called NumberSense from Knomadix, which is a gamified app aimed at making math fun.



**49,423**  
GAMES COMPLETED



**14,763**  
LEVELS MASTERED

“My students learned how to think quickly when a time limit is set – including Roman Numerals and algebra skills – all at their own pace,” said Marlynn Tatum, fifth-grade teacher at Roark. “At the beginning of the year, I had 47 percent of my students at grade-level. By the end of the year, we had 68 percent at or above grade-level.”

## COVID-19 RESPONSE IN TEXAS

In response to the COVID-19 pandemic, GM partnered with Ventec Life Systems to produce 30,000 VOCSN V+Pro critical care ventilators. To meet the urgent need for PPE, GM manufactured more than 18 million face masks and thousands of latex-free face shields, protective gowns and aerosol boxes. In Texas, we donated more than 250,000 masks to first responders, community members and schools.

“GM Financial has a long-standing commitment to supporting the health and welfare of the communities where we live and work,” said Dan Berce, president and CEO of GM Financial. “With the continued threat of COVID-19, these masks are one way we can contribute to a safe learning and working environment for our local school districts.”



**250K+ FACE MASKS**  
DONATED



## KABOOM!

General Motors worked with KABOOM!, the nonprofit organization focused on ending playspace inequity, in 2020 to provide [A.M. Pate Elementary School](#) in Fort Worth a new place to play. Inspired by drawings and ideas from students, the new playspace will reach more than 1,300 kids each year beginning in 2021.



# Community Impact

*The relationship between GM and the communities where we live and work is part of our business strategy. Our commitment to our communities helps establish a legacy of trust, and we do this by building positive, sustainable relationships with key individuals, groups and organizations while demonstrating interest and accountability to community concerns and issues.*



**540 STUDENTS**  
SUPPORTED

## INTRODUCE A GIRL TO ENGINEERING DAY

GM Women ERG volunteers from the Austin Innovation Center partnered with The University of Texas at Austin for Introduce a Girl to Engineering Day to help inspire girls to engineer a better world. The event featured Austin employees working directly with 540 students to create binary birthday bracelets to help familiarize the girls with binary numbers and demonstrate that computer science can be fun.

## FINANCIAL LITERACY

KEYS® by GM Financial is a financial literacy program that helps educate people on how to manage money, understand credit, and navigate the dealership and car ownership experience. By expanding access to financial education information through KEYS® robust tutorials and outreach programs to schools and underserved communities, GM Financial hopes to make financial literacy more equitable.

**KEYS®** *by GM Financial*

**TAMARA ALBURY**

"GM Financial helps build a bridge between the students of the Young Women's Leadership Academy and the world of possibilities that we're preparing them to meet. Our downtown neighbors provide opportunities to increase college and professional readiness, programs to increase professional development and financial knowledge, and exposure to a leading global company that is only blocks away from our school."

**Principal of Young Women's Leadership Academy**

# Diversity, Equity & Inclusion

In 2020, CEO Mary Barra moved decisively to communicate GM's intolerance of racism and injustice while also setting a bold aspiration: to be the most inclusive company in the world. "Let's stop asking 'why' and start asking 'what.' What are we going to do?"

- [GM Inclusion Advisory Board \(IAB\)](#) launched in 2020
- \$10M designated to support organizations that promote inclusion and racial justice

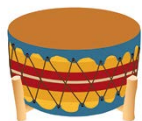
In Texas, diversity, equity and inclusion start from within. GM offers voluntary, employee resource groups (ERGs) that foster a diverse and inclusive workplace. With a focus on reverse and cross-company mentoring, internal initiatives in Texas are designed to inspire equity for all. Active ERG chapters in Texas include the GM Latino Network, Native American Cultural Network, GM Veterans Group, GM African Ancestry Network Group, GM Women and JumpStart.



GM LATINO NETWORK

## GM Latino Network (GMLN)

- GMLN chapters focus on professional development and volunteer opportunities for employees and support STEM education through collaborations with groups, including SAE International's A World in Motion®, Code2College and the Society of Hispanic Professional Engineers.
- Austin is home to the second largest GMLN chapter at GM, with 345 members.
  - Austin IT's Jorge Luna has supported Code2College for four years by teaching an after-school software development class for low-income and minority high school students exploring careers in STEM fields. Luna was named instructor of the year in 2020.
  - "Code2College provides a great opportunity for students to learn skills and meet people that work in technology. I was honored to receive the award from Code2College," said Luna.



NATIVE AMERICAN  
CULTURAL NETWORK

## Native American Cultural Network (NACN)

- Indigenous employees in Texas champion outreach to the nations GM operates in and around.
- NACN provides career development and retention initiatives. The network attracts Native talent to GM through direct contact with the nations and via the Native networking community.



GENERAL MOTORS

## GM Veterans Group

- In Texas, the GM Veterans Group regularly supports flu shot campaigns and drives, sends care packages to military men and women serving overseas and donates holiday gifts for families in need.
- Arlington Assembly holds an annual luncheon for soldiers training in the area and has worked with the GM Women ERG to mail letters to veterans in the community.
- The ERG also raises funds for scholarships for student veterans at nearby universities.



# Diversity, Equity & Inclusion

We believe the long-term success of GM is enhanced by investing in our people, and we have committed to increasing the variety of highly skilled talent at GM. We know that there are many pathways to success and our focus is on onboarding talent based on skills and not just degrees. GM recently joined the OneTen initiative – a coalition of more than 35 companies and leaders that aim to train, hire and advance one million Black Americans over the next 10 years into family-sustaining jobs with opportunities for advancement.



## GM African Ancestry Network (GMAAN)

- Local chapters in Texas organize listening and learning sessions around issues impacting Black communities.
- GMAAN Arlington organizes coat drives and works to introduce new employees to local Black-owned businesses. GMAAN Austin delivers talks on electrification, entrepreneurship and technology to area students.
  - “From what we do internally to educate on African American history and culture, to the impact our relationships and volunteer efforts have in our community, our primary goal is to make GM a more inclusive company,” said Rick Reeder, head of the GMAAN Austin chapter.



## GM Women

- Through community activities, professional development and advocacy, the ERG’s mission is to attract, engage, retain and develop women.
- GM Women community engagement includes supporting local schools through STEM programs, fundraising for breast cancer research and helping families through organizations like SafeHaven in Arlington, which is a shelter for women affected by domestic violence.



## JumpStart

- The ERG is focused on connecting, engaging, developing and retaining the newest employees at GM. The Austin JumpStart ERG hosts training and networking programs for new employees to hear from leaders about their career journey.
- Getting creative in 2020, Austin IT started a video game division and hosted digital board game events and virtual “Cup of Joe” coffee breaks to ensure new employees were still connecting and experiencing GM’s culture.



# Crisis Support

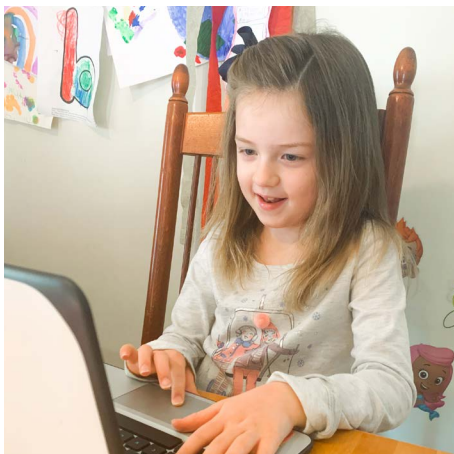
Generations of GM employees have stepped up to develop solutions during times of crisis. During this unprecedented global pandemic, we've multiplied our efforts to support communities in need.



## Addressing Homelessness in North Texas

The Arlington Life Shelter assists families impacted by homelessness in creating pathways to self-sufficiency. At the onset of the COVID-19 pandemic, we donated \$65,000 in emergency funding to support the shelter.

“With social distancing orders in effect, many homeless shelters don’t have enough space to care for everyone,” said Jim Reeder, interim executive director at Arlington Life Shelter. “We have seen so much support from the community during this time, including GM’s emergency grant to help us keep going and prepare for an expected increase in demand down the road.”



## Reducing the Pandemic’s Impact on Learning Outcomes

In 2020, General Motors provided a \$1 million grant to the DonorsChoose [Keep Kids Learning](#) program, which provided \$1,000 credits to 1,000 teachers in high-need school districts. Eighty-two teachers in Texas received credits to help send basic resources like books, pencils, notebooks, food and cleaning supplies to students’ homes.

**DONORS  
CHOOSE**



## Assisting Texans During a Hurricane

OnStar enabled complimentary access to Crisis Assist to provide critical assistance to drivers in potential harm’s way due to Hurricane Laura and Hurricane Sandy. OnStar advisors provided emergency assistance, helped find immediate re-routes and connected Texas drivers with emergency responders.

“Our team actively works to help manage any crisis – especially ones in the wake of these storms – for our OnStar Members, or anyone else who’s able to get to someone with an OnStar-equipped vehicle,” said Catherine Bishop, Global Emergency Services manager at OnStar. “Whether it’s addressing an emergency, providing evacuation routes, helping find an available shelter or a hotel – whatever the case may be – we’re prepared to lend a hand.”