

# A century of General Motors

One hundred years ago a Michigan entrepreneur named Billy Durant set up a holding company to manage the Buick Motor Company, purchased Oldsmobile, Cadillac, Elmore and Oakland – now renamed Pontiac – and thus created Detroit's giant carmaker, General Motors Corporation



**1909:** Cadillac purchased

**1911:** Chevrolet Motor Company launched.

Chevy eventually becomes GM's top selling marque and its best known brand worldwide



**1929:** Cadillac LaSalle – designed by Harley Earl – marks beginning of true automotive design.

Pontiac marque introduced. German carmaker Opel acquired by General Motors



**OPEL**



**1953:** Chevrolet Corvette becomes North America's first sports car

**1955:** General Motors becomes first U.S. corporation to make over \$1 billion in single year

**1970s:** GM builds engines that can run on unleaded petrol and introduces air bags. GM and Boeing design Lunar Rover – first off-world vehicle



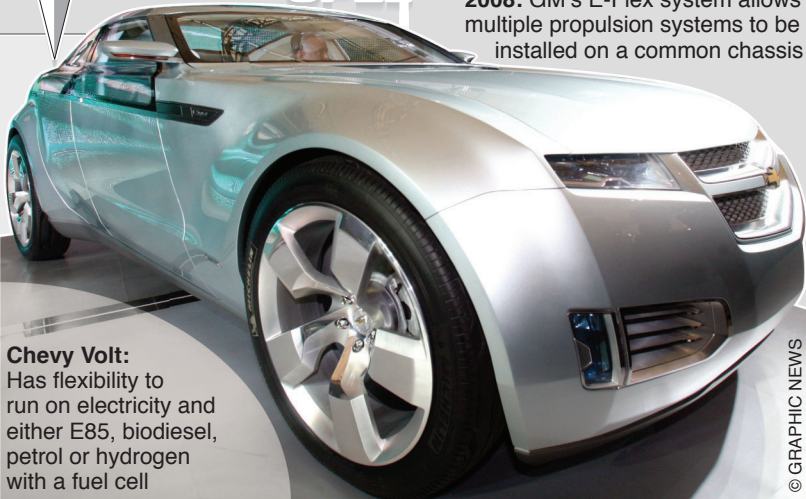
**1989:** Sweden's Saab joins family of GM brands

**1995:** GM sells eight million vehicles worldwide

## HUMMER

**1998:** AM General sells brand name Hummer to General Motors

**2008:** GM's E-Flex system allows multiple propulsion systems to be installed on a common chassis



### Chevy Volt:

Has flexibility to run on electricity and either E85, biodiesel, petrol or hydrogen with a fuel cell