



JULIE WASHBURN

MANAGER, GOVERNMENT RELATIONS, GM CANADA

GM INNOVATION & THE FUTURE OF MOBILITY

GENERAL MOTORS



“ The auto industry is changing more now than it has in the past 50 years.”

MARY T. BARRA  
*CHAIRMAN AND CEO, GENERAL MOTORS*



OUR **VISION**

IS TO CREATE A WORLD WITH

**ZERO** CRASHES

**ZERO** EMISSIONS

**ZERO** CONGESTION

and our people are the driving force behind making this a reality.



ZERO

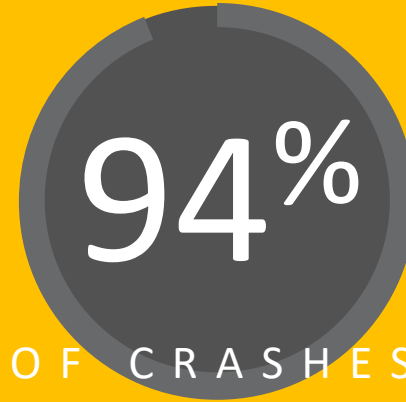
CRASHES

We see a world of  
zero crashes, where  
PEOPLE COME  
HOME SAFELY  
each day.



MILLION PEOPLE

globally die in crashes  
each year



OF CRASHES

are caused by  
human error

**G E N E R A L M O T O R S**





**G E N E R A L M O T O R S**





EMISSIONS

We believe in an  
ALL-ELECTRIC  
FUTURE  
and a world with  
ZERO  
EMISSIONS.

Every year,  
vehicles release about

**2** BILLION  
TONS

OF CARBON DIOXIDE

and other regulated emissions  
into the atmosphere





We see a future  
where we travel

S A F E L Y ,  
E F F I C I E N T L Y  
A N D M O R E  
Q U I C K L Y

to our destinations.

C O N G E S T I O N

On average, commuters  
across Canada spent



397

HOURS IN  
CONGESTION  
IN 2018

In the U.S., Traffic congestion  
costs nearly



\$300B

EACH YEAR

**G E N E R A L M O T O R S**



**G E N E R A L M O T O R S**



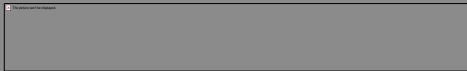
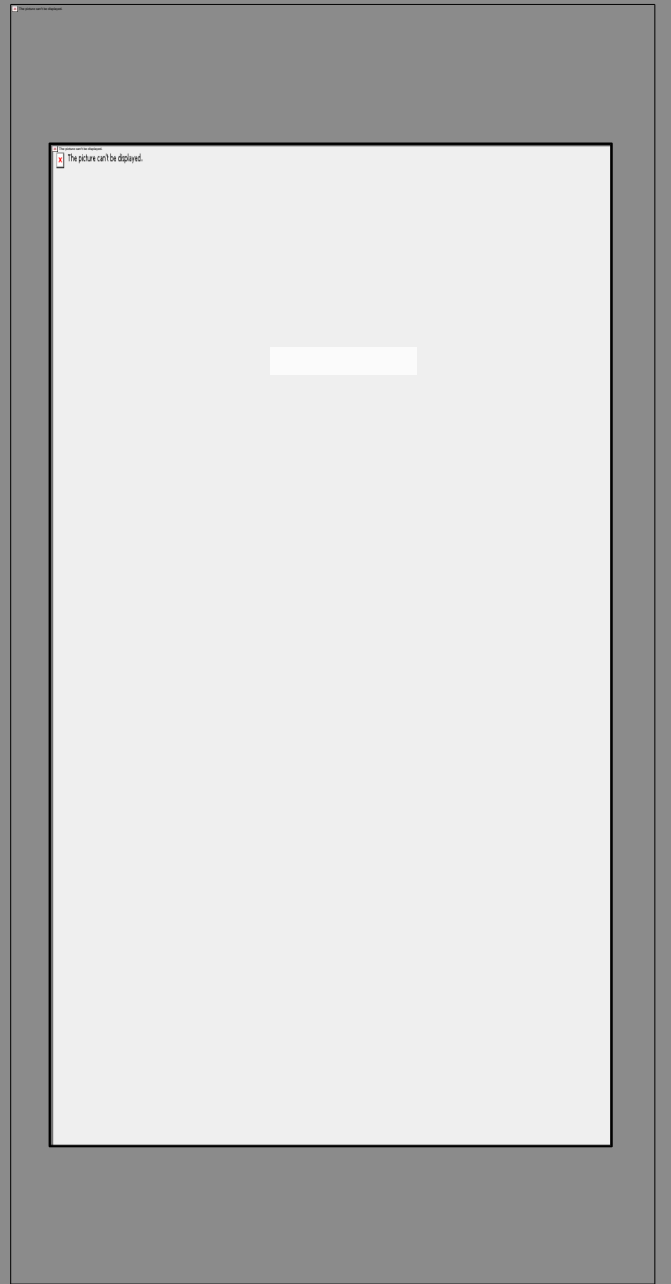
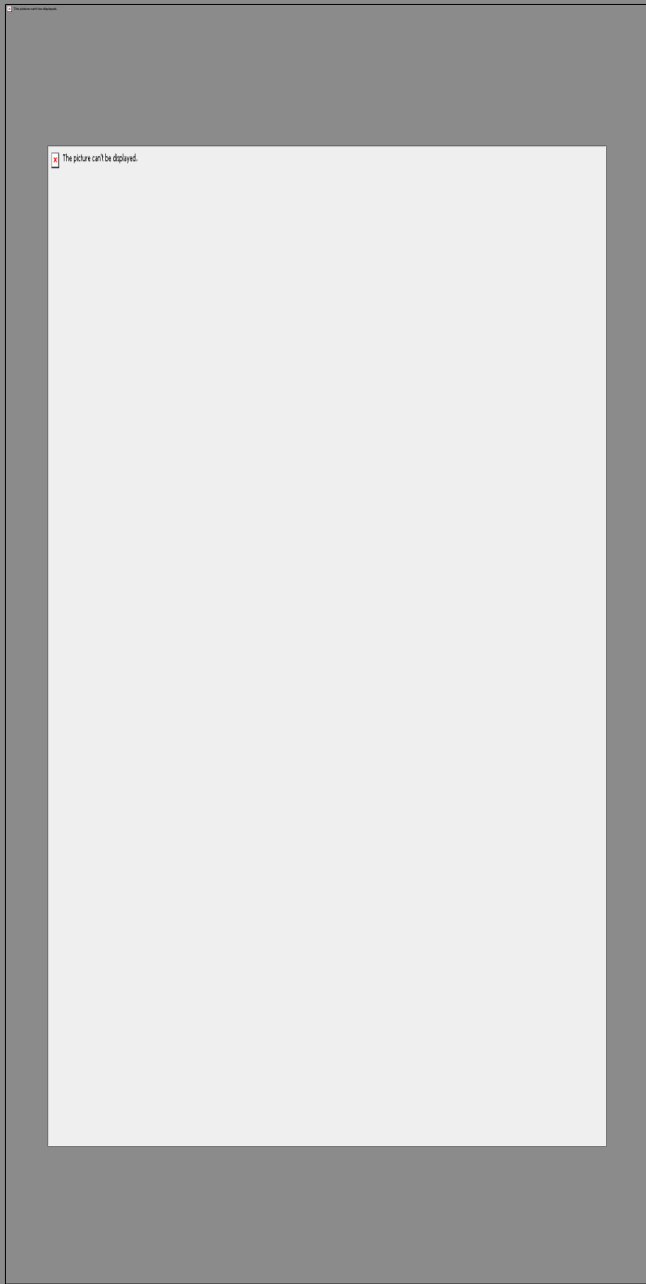


V 2 I

# Technology

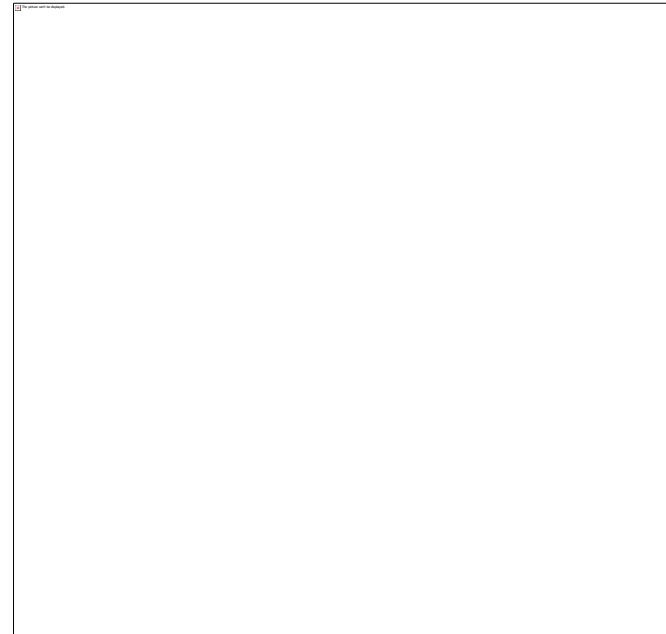
REAL-TIME DATA – ANOTHER STEPPING STONE TO ALLEVIATE CONGESTION

from traffic controllers, traffic signals  
and other surroundings keep cars moving safely



**ARIV**

**GM's new eBike brand**





**WE DO SO MUCH MORE**

**GENERAL MOTORS  
CANADA**

