



GM: Powering Forward in the Electric Revolution

Team 57

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EV Landscape

01

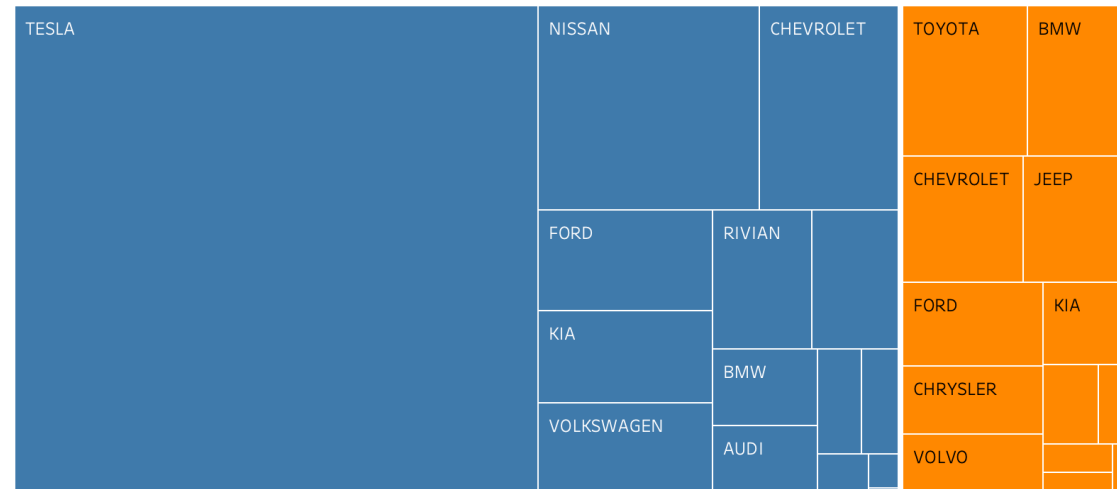
The automotive industry is undergoing a massive shift towards electric vehicles.

02

As evidenced by the treemap, Tesla currently dominates the EV market, but other manufacturers like Chevrolet, Ford, and Nissan are actively expanding their EV offerings.

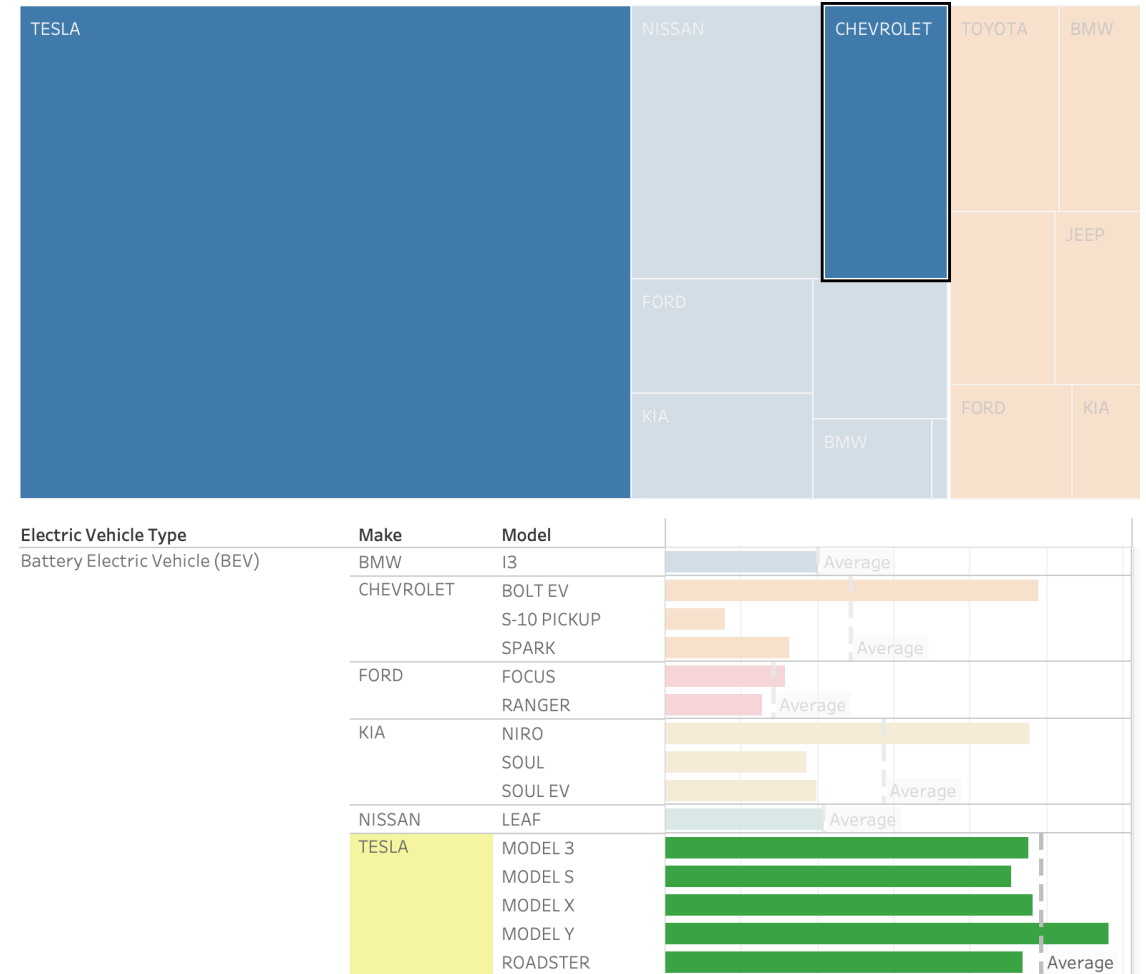
03

This signifies a growing and competitive landscape where GM must strategically position itself.



Consumer Preferences

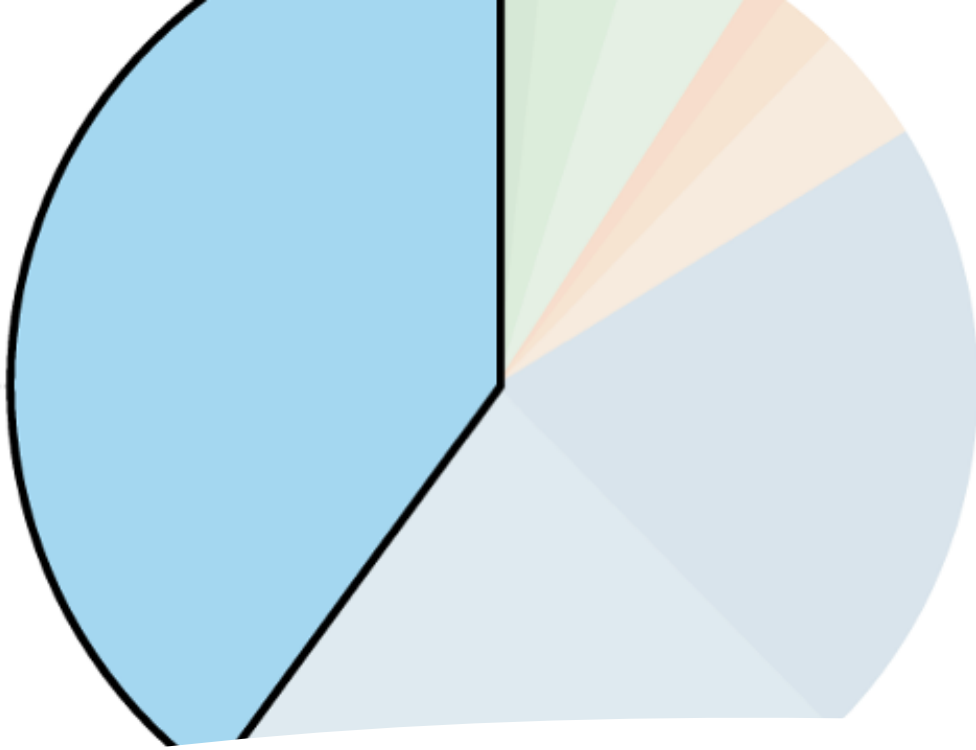
- The bar chart reveals the battery range for various EV models. Tesla's Model 3 and Model Y, along with Chevrolet's Bolt EV, have a strong battery life. Meanwhile, these two brand also are popular in the BEV market.
- GM should analyze the features and factors driving the success of these models to inform its own product development.



Blue Ocean Opportunities

The market is becoming increasingly crowded with similar EV offerings, creating a "red ocean" of intense competition.

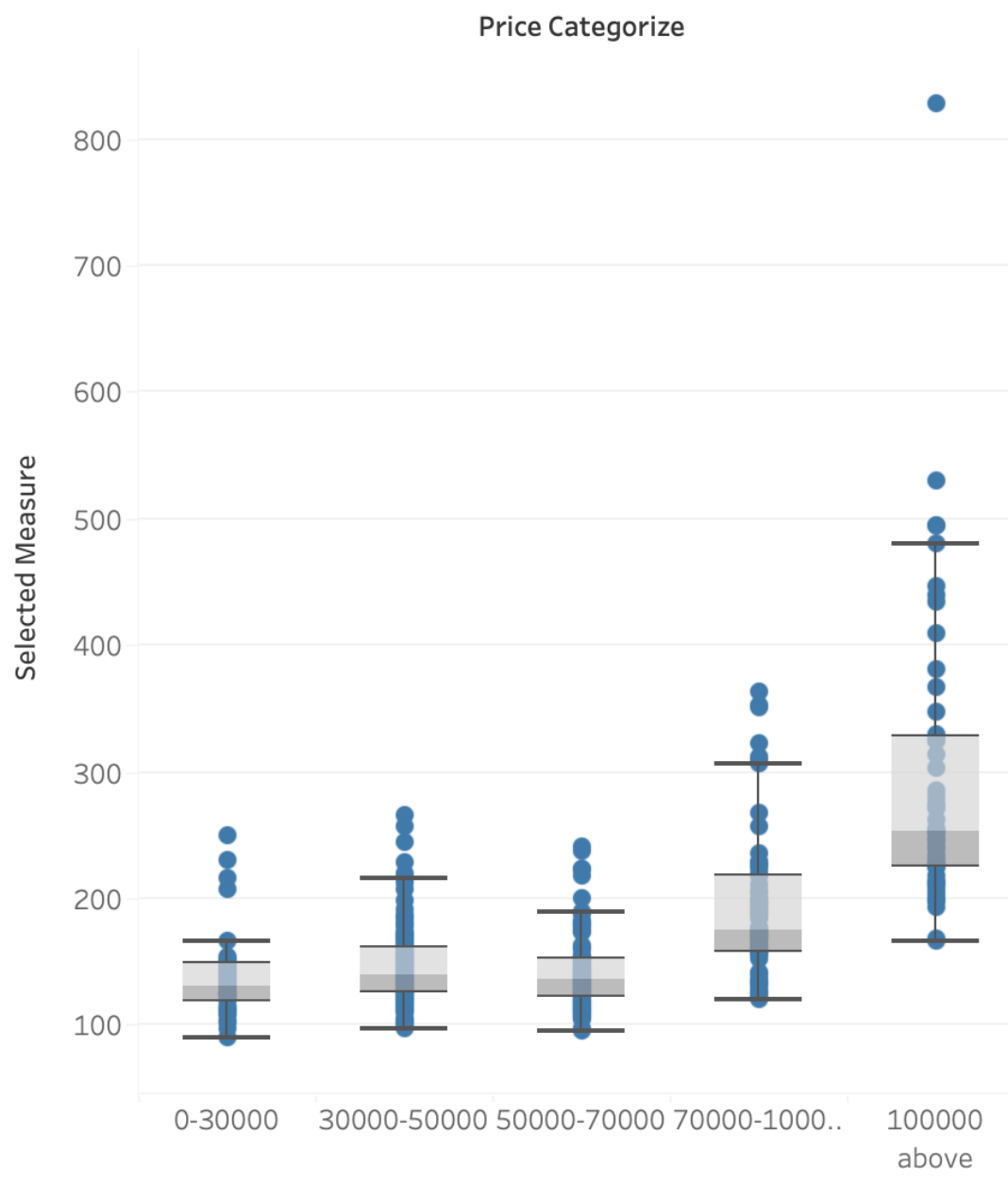
GM needs to identify "blue ocean" opportunities - untapped market spaces with less competition. This involve focusing on specific vehicle segments, price points, or innovative features that cater to unmet consumer needs.



GM's Product Positioning

- GM can leverage its existing brand recognition and manufacturing expertise to gain a competitive edge.
- Focusing on specific segments, like electric trucks or SUVs, where GM already has a strong presence, could be a strategic move. The Sunshine Pie chart shows some insight of the market, which lots of manufacturers are focusing on producing 5 seats all-wheel drive vehicles.

GM's Product Positioning



- Additionally, exploring innovative features, such as advanced battery technology, longer range, or unique design elements, can differentiate GM's EVs from the competition. Investing in R&D to improve battery technology and range is crucial, as these factors significantly influence consumer choice. The box plot indicates for each price range, how much battery range a vehicle should be.

ate Range)

Lowest Price(In Date Range)

67.21

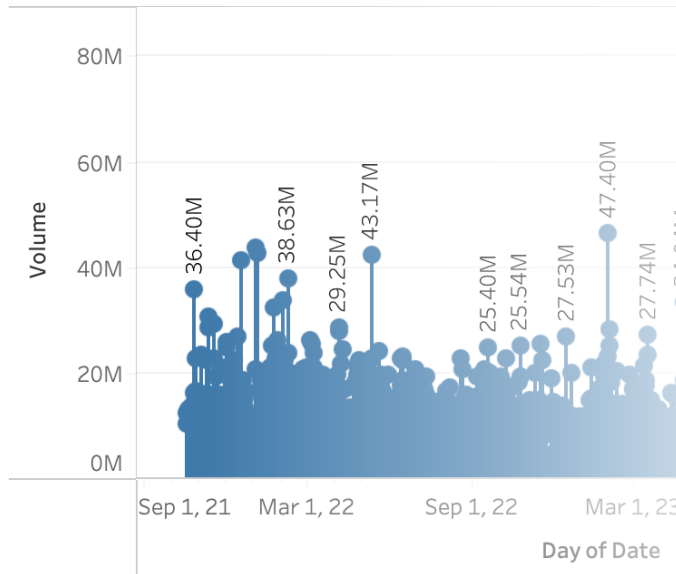
26.30

The dashboard reveals the
from 2015 to 2024.

Charting the Course Ahead



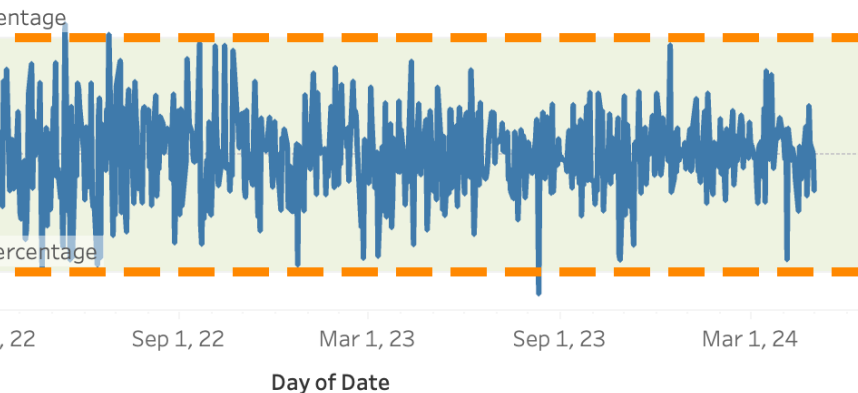
Daily Volume



- GM's stock performance (as the charts shows) reflects the challenges and volatility associated with the EV transition.

- However, by understanding market dynamics, consumer preferences, and focusing on strategic product positioning, GM can navigate this changing landscape effectively.

- Continued investment in EV technology, development of compelling products, and building strong customer relationships will be key to GM's success in the electric revolution.



Daily Candlestick Chart

