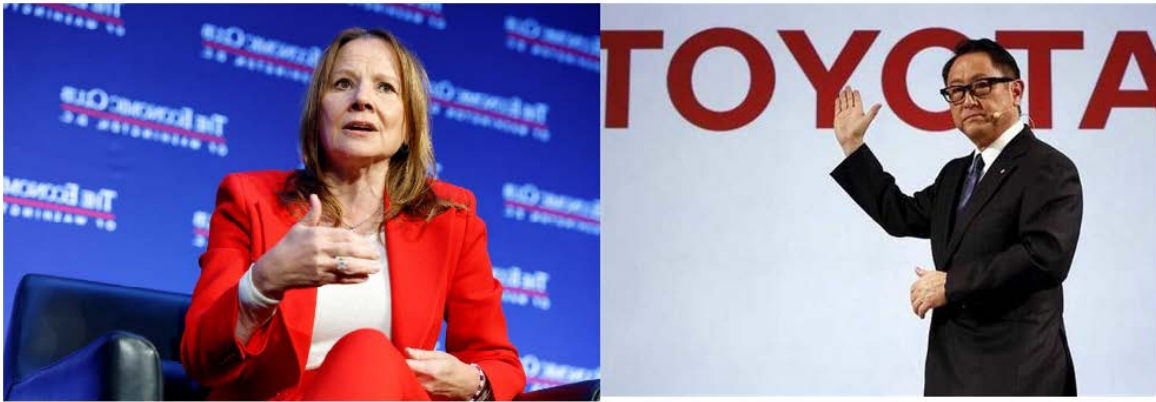




MARYBARRAADJUSTED – AKIOTOYODASAWITCOMING

By: John J Pico, JD

Jim Cramer interviewed Mary Barra on “Mad Money” yesterday.

Mary Barra impresses me.

When she was appointed CEO of General Motors in 2014, I did not have high hopes for her—but she sure has done a heck of a job.

Cramer pointed out that during her tenure GM has reduced its outstanding shares by 37%, while the stock has increased 106%, including 49% during the past 12 months.

Although Barra was not as quick as Jim Farley to recognize that the government’s EV push came too early, she adjusted GM’s plans as the market changed.

The foresight trophy, however, goes to Akio Toyoda.

While most manufacturers bought into an “all-electric future,” Akio recognized from the get-go that, without the charging infrastructure in place, that dog wouldn’t hunt. Toyota kept hybrids at the center of its strategy instead of going all-in on EVs.

Look at the results: Toyota and Ford are now playing seesaw for the No. 1 position in Texas—Toyota led last month, and Ford reclaimed the lead this month—while Toyota has continued to extend its lead in California.

Barra now says EV sales will continue to grow, but more slowly than originally expected. GM is developing lithium manganese-rich batteries that it says can provide 33% greater energy density than leading lithium iron phosphate batteries at a comparable cost—potentially giving electric trucks and SUVs more than 400 miles of range beginning in 2028.

Perhaps most revealingly, Barra was excited about the Chevrolet Trax. She drove one for two months. Chevrolet and Buick sold nearly 700,000 vehicles last year with starting prices below \$30,000, and the Trax starts below \$25,000.

The industry is finally adjusting to its customers instead of expecting its customers to adjust to it.

#Automotive #EVs #Toyota #GeneralMotors #JimCramer #Toyota
#GeneralMotors #Chevrolet #EVs

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