

# AEC Supports GM Amid Record Truck Sales

*GM reports its strongest year-to-date sales in five years, with record Q3 GMC Sierra sales. AEC celebrates similar success, highlighting global demand.*

MUNICH, GERMANY, October 25, 2024 /EINPresswire.com/ -- General Motors reported its best year-to-date sales in five years, with GMC Sierra achieving record-breaking Q3 sales. AEC, an official distributor for GM ICE vehicles and a leading importer of US-manufactured vehicles, has announced parallel success in European markets. This synchronized growth demonstrates the global appeal of GM's full-size trucks and AEC's crucial role in expanding the brand's international presence.



AEC Supports GM Amid Record Truck Sales\_GMC Sierra Denali\_2

GM's position as the number one manufacturer of full-size pickup trucks in the United States is finding strong resonance in European markets, where AEC has secured an impressive 25% market share. This remarkable achievement underscores the successful translation of American pickup truck appeal to European consumers.

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Customer demand for the Chevrolet Silverado and GMC Sierra has exceeded our expectations in Europe, proving GM's appeal and AEC's effectiveness in bringing these trucks to new markets.”

*Andrew Pilsworth, CEO of AEC*

“Customer demand for the Chevrolet Silverado and GMC Sierra in Europe has exceeded our initial expectations,” said Andrew Pilsworth, CEO of AEC. “This parallel success in both US and European markets demonstrates the universal appeal of GM's vehicles and AEC's ability to effectively introduce these iconic trucks to European

customers.”

The surge in European demand mirrors the Sierra's record-breaking performance in the US

market, with customer feedback highlighting the vehicle's versatility and appeal. AEC's comprehensive approach to market adaptation and customer service has been instrumental in achieving this synchronicity and European success.

AEC's strategic role in GM's global success extends beyond distribution, encompassing full compliance with European regulations, comprehensive customer support, and market-specific adaptations while maintaining the authentic American character that makes these vehicles distinct. The impressive growth in Europe aligns perfectly with GM's global vision, as European market trends increasingly parallel those seen in the US.

Looking ahead, AEC remains committed to supporting GM and delivering these iconic vehicles while maintaining its high standards of service and technical excellence.

For more details on GM's Q3 performance, see the official release here: <https://investors.gm.com/news-releases/news-release-details/gm-releases-2024-third-quarter-results-and-updates-full-year>

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Sierra Denali\_1



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Sierra Denali\_4

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