



*Press release*

## **AEC Supports GM Amid Record Truck Sales**

### **European Success Mirrors US Market Leadership**

**Munich, October 25, 2024** | 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.

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.

"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>

## **ABOUT AEC SPECIALTY VEHICLES**

AEC Specialty Vehicles (AECSV) was founded in 2023 in St. Catharines, Canada, as a subsidiary of AEC Group, a group of several privately held companies specialized in the development of customized automotive solutions. With a focus on automotive import, distribution, homologation, and aftersales services, AECSV supports its partners from local dealerships to established OEMs as they enter new markets, further expand their business, and grow their brands. AECSV is an official European importer and distributor of General Motors (GM) Silverado, Sierra, Escalade, Tahoe, Suburban, and Yukon models. Learn more at [www.aecsv.com](http://www.aecsv.com).

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