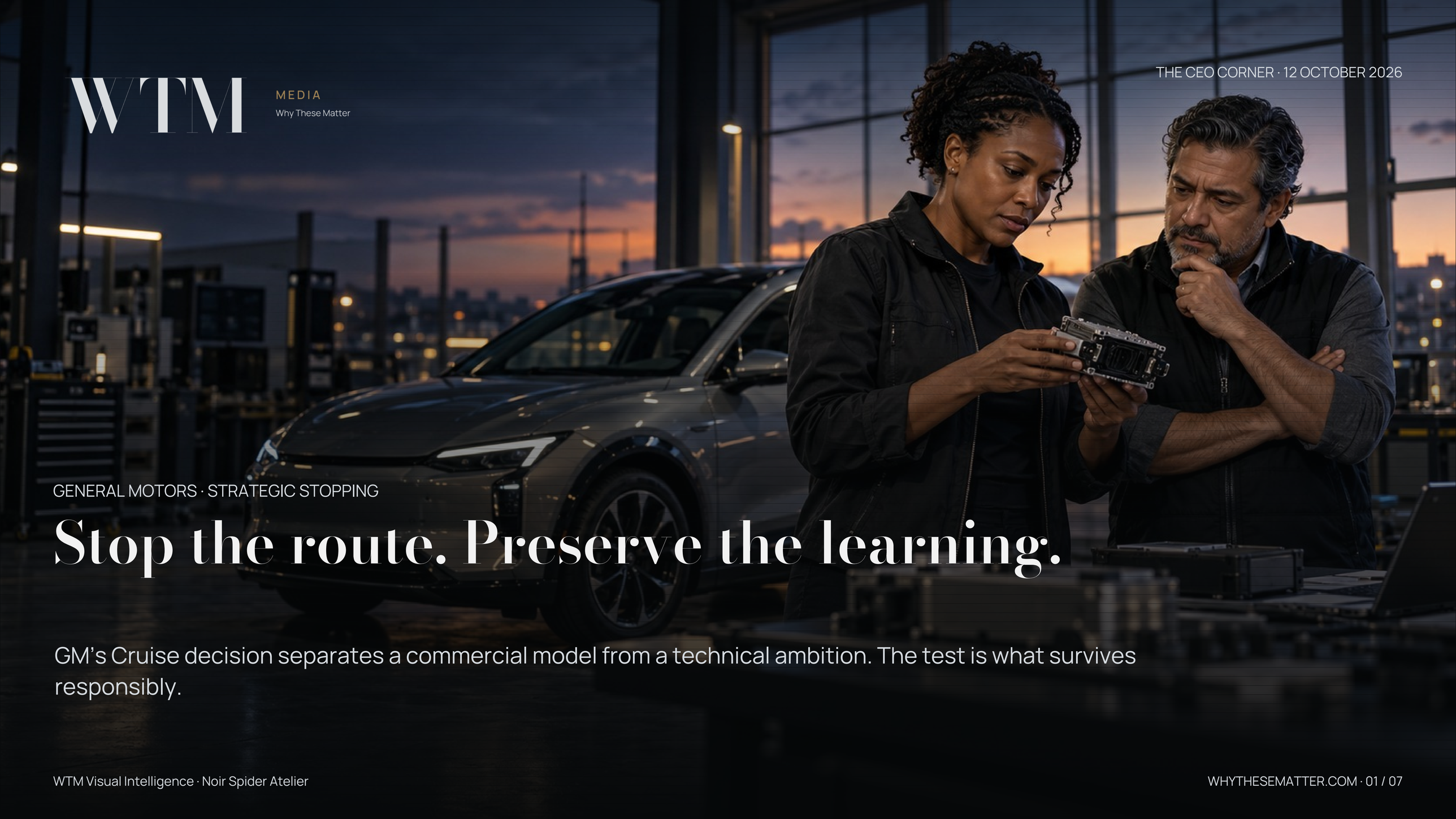
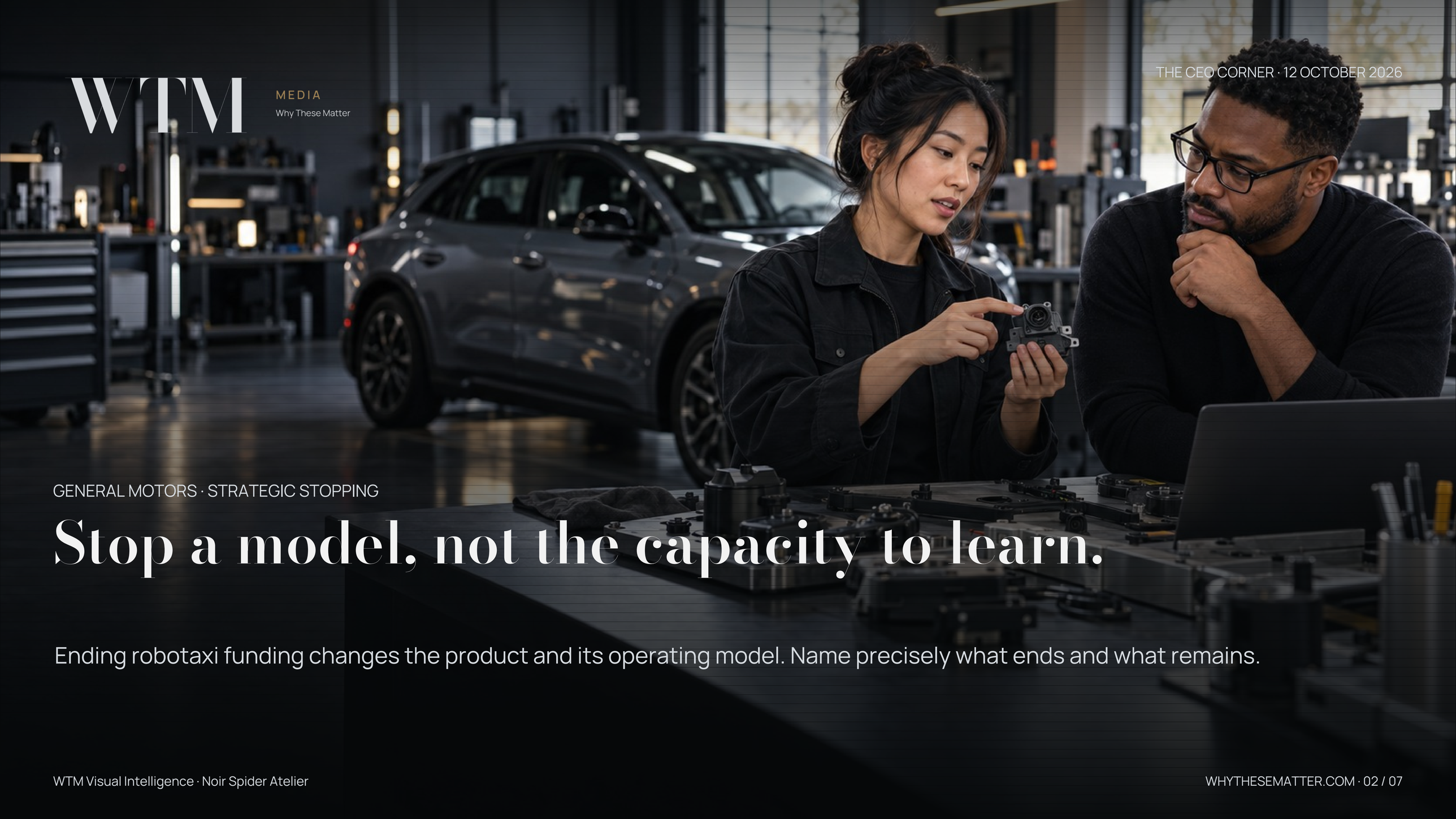


GENERAL MOTORS · STRATEGIC STOPPING

Stop the route. Preserve the learning.

GM’s Cruise decision separates a commercial model from a technical ambition. The test is what survives responsibly.



GENERAL MOTORS · STRATEGIC STOPPING

Stop a model, not the capacity to learn.

Ending robotaxi funding changes the product and its operating model. Name precisely what ends and what remains.



GENERAL MOTORS · STRATEGIC STOPPING

Safety depends on the truth travelling.

Incident evidence must reach the people empowered to act. Reporting is part of the safety system.



GENERAL MOTORS · STRATEGIC STOPPING

Move the learning with its responsibilities.

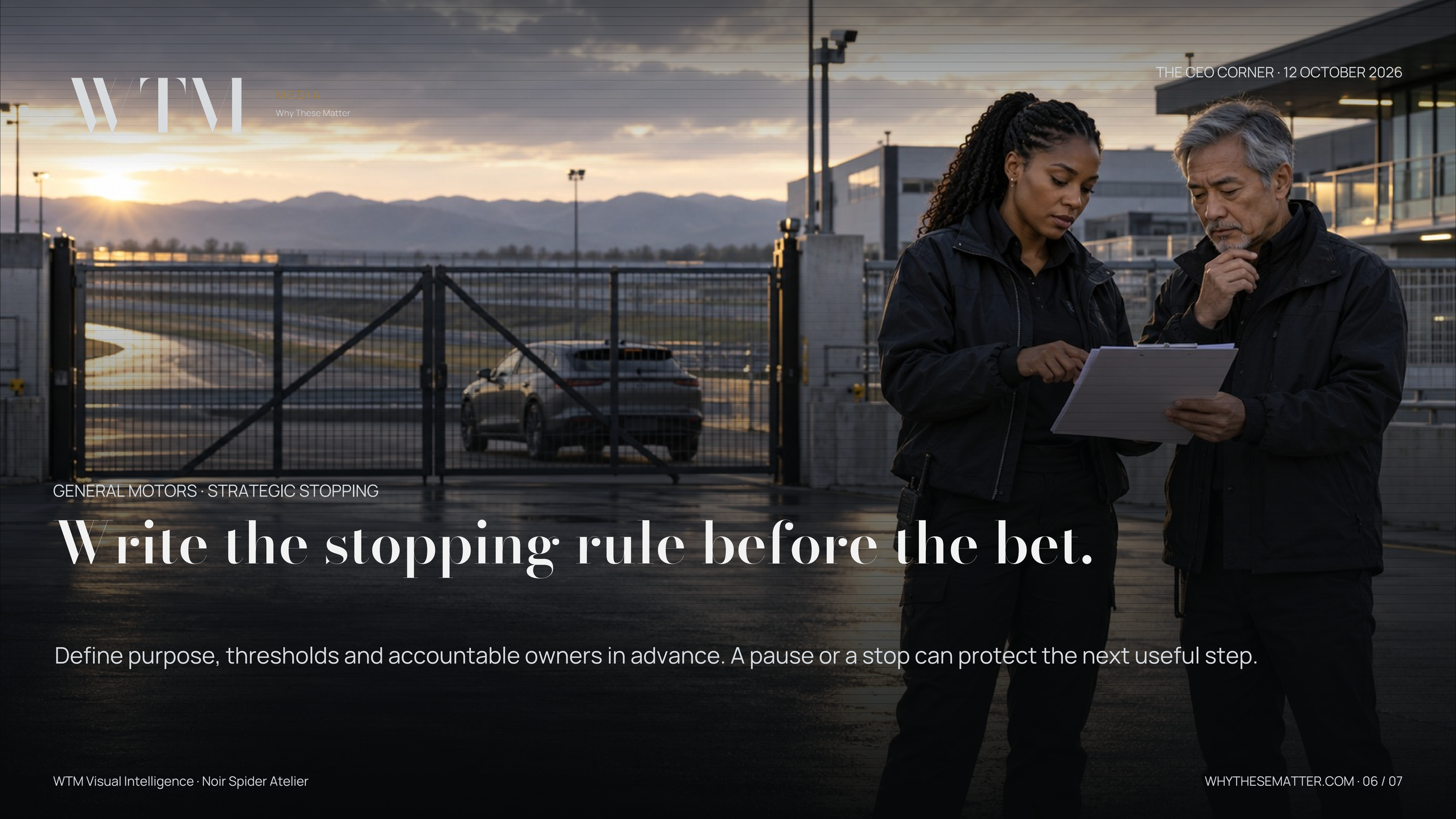
Integration can preserve knowledge. It must also carry the evidence, decision rights and obligations attached to it.



GENERAL MOTORS · STRATEGIC STOPPING

Who carries the risk of the decision?

People outside the company encounter the consequences. Access, agency and public safety belong in the decision record.



GENERAL MOTORS · STRATEGIC STOPPING

Write the stopping rule before the bet.

Define purpose, thresholds and accountable owners in advance. A pause or a stop can protect the next useful step.

WTM MEDIA
Why These Matter

Evidence, context and visual provenance

Public-source editorial analysis by Kelly Dowd, MBA, MA. Reviewed 19 October 2026. First-party statements describe company plans; regulatory records and historical financial reporting have their own dates and scope. WTM analysis is identified as judgement, not a forecast or independent technology audit.

General Motors · 10 December 2024

Decision to stop funding Cruise robotaxi development and refocus on personal vehicles.

General Motors · 4 February 2025

Completed ownership acquisition; integration and future capabilities described as plans.

NHTSA · Cruise consent order · September 2024

Historical regulatory reporting record and settlement; not a current safety certification.

General Motors · Form 10-Q · 30 June 2025

Historical restructuring charges and cash outflows; contemporaneous expectations.

GM News · 27 August 2026

Company account of a public conversation; not a WTM interview or endorsement.

VISUAL PROVENANCE

AI-generated illustrative scenes of fictional adults. Not actual company personnel, executives, facilities, reported events or a WTM interview. Images support the argument and do not constitute evidence. WTM Visual Intelligence · Noir Spider Atelier.

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