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GENERAL MOTORS CORP
Form 8-K
May 04, 2004

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

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FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report
(Date of earliest event reported) May 4, 2004

GENERAL MOTORS CORPORATION

(Exact Name of Registrant as Specified in its Charter)

STATE OF DELAWARE ----- (State or other jurisdiction of Incorporation or Organization)	38-0572515 ----- (I.R.S. Employer Identification No.)
300 Renaissance Center, Detroit, Michigan ----- (Address of Principal Executive Offices)	48265-3000 ----- (Zip Code)

Registrant's telephone number, including area code (313) 556-5000

ITEM 5. OTHER EVENTS

On May 4, 2004, General Motors Corporation (GM) issued a news release announcing April 2004 sales. The release is as follows:

GM Reports April Sales of 401,451, Up Slightly
"Truckfest" Drives Industry Sales Records for GM Trucks and Utilities
New Chevrolet Equinox and Colorado Models Off to Fast Start

DETROIT - General Motors dealers sold 401,451 new cars and trucks in April, up slightly (+0.2 percent) compared to April 2003. GM's truck sales (248,555) were up 1.5 percent and car sales (152,896) were down 2 percent.

"GM's sales in April are up slightly compared to year-ago results," said John Smith, group vice president, GM North America Vehicle Sales, Service and Marketing. "Truckfest delivered solid results in key categories, including new industry records for total truck sales and utility sales, and we will continue this program in May. We have work to do on the car side of our business, but with upcoming new entries like the Pontiac G6, Buick LaCrosse and Cadillac STS and an improving economy, we expect to see continued growth for both the industry and GM."

GM Truck Sales

GM's industry-leading truck sales established a new industry record in April with a 1.5 percent increase compared to last year. Both Cadillac and Chevrolet set April sales records for trucks. Chevrolet had 164,893 truck deliveries, up 1 percent. Cadillac truck sales (6,649) improved 30 percent. Full-size pickup deliveries were down 4 percent, compared to record year-ago sales, yet led the industry and reached nearly 88,000 units (87,261).

Sport utility vehicle sales again surpassed the 100,000-unit mark with 109,072 deliveries, a 6 percent increase and another industry record. GM remains the only manufacturer to sell over 100,000 utilities in a month. Small utilities set the pace, with 18,718 deliveries, a 100 percent improvement over last year. Saturn Vue sales (10,671) were up 59 percent, and Chevrolet Equinox sales continued to gain momentum with 6,500 deliveries in April. Mid-size utility sales (45,447) were up 4 percent, led by Chevrolet TrailBlazer (19,542), up 2 percent, and GMC Envoy (10,306), with a sales increase of 8 percent.

GM Car Sales

GM's car sales declined 2 percent compared to last April. Mid-size car sales were up 3 percent, paced by Pontiac Grand Prix (up 35 percent) and Grand Am (up 40 percent). In the entry-level segment, Pontiac Vibe sales were up 7 percent. Among GM's launch vehicles, Aveo had its best sales month to-date (3,900), 12 percent above March.

Divisional Highlights

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Chevrolet - The recently-launched Equinox continued to gain sales strength with 6,500 deliveries in April. The new Colorado mid-size pickup also had a strong month with 10,461 deliveries, up 22 percent from last month. Avalanche achieved record April sales with 7,945 deliveries, 15 percent over last year.

Cadillac - Cadillac sales momentum continued in April with a 30 percent improvement in truck sales (6,649). SRX had 2,209 deliveries. In April, Cadillac re-emerged as a leader in initial vehicle quality among luxury nameplates based on the 2004 J.D. Power and Associates Initial Quality Study.

GMC - GMC had strong sales in April with 49,748 deliveries, down slightly from record year-ago levels (-0.6 percent). The new Canyon mid-size pickup had 2,262 sales, resulting in a 12 percent increase over March sales. Yukon continued its exceptional sales pace, establishing a new April sales record with 7,138 deliveries, up 3 percent.

HUMMER - HUMMER sales were 2,268. H2 sales totaled 2,218.

Pontiac - Pontiac's total vehicle deliveries in April (42,345) improved 16 percent, with car sales (36,781) up 26 percent. Vibe set a monthly sales record in April with 5,478 deliveries, up 7 percent. Grand Prix sales (10,156) were up 35 percent, and Grand Am sales (14,347) increased 40 percent.

Saturn - Saturn's total deliveries in April were 21,778, marking three consecutive months of sales increases this year. Vue achieved record monthly sales (10,671), which were up 60 percent. Ion had 8,303 sales, a 1 percent increase over last year and an April sales record.

Certified Used Vehicles

April 2004 sales for all GM certified used vehicle brands, including GM Certified Used Vehicles, Cadillac Certified Pre-Owned, Used Cars from Saturn and Saab Certified Pre-Owned, were 40,977 units, down 3 percent from April 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, led the way with April sales of 34,169 units, a 3 percent decline from year-ago totals. GM Certified Used Vehicles continues to lead all certified pre-owned brands with 2004 sales of 143,619 units through April 30.

Saab Certified Pre-Owned Vehicles sold 728 units in April, up 10 percent. Cadillac Certified Pre-Owned Vehicles posted sales of 2,862 units in April, down 2 percent, and Used Cars from Saturn sold 3,218 units, down 2 percent from year-ago figures.

"GM Certified Used Vehicles continues to lead all certified brands, with year-to-date sales through April up nearly 10 percent over year-ago figures, while year-to-date sales for all GM's certified brands are up more than 9 percent," Smith said. "We're optimistic that we'll see continued sales growth through the rest of 2004."

GM North America Announces April Production Results; 2004 Second-Quarter Production Forecast Unchanged

In April, GM North America produced 455,000 vehicles (177,000 cars and 278,000 trucks) in North America, compared to 461,000 vehicles (179,000 cars and 282,000 trucks) produced in April 2003. Production totals include joint venture production of 20,000 vehicles in April 2004 and 15,000 in April 2003.

In addition, GM North America's current 2004 second-quarter production forecast

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remains unchanged at 1.38 million vehicles (539,000 cars and 841,000 trucks). In the second quarter of 2003, GM North America built 1.38 million vehicles (544,000 cars and 837,000 trucks).

GM also announced current 2004 second-quarter production forecasts for its international regions:

GM Europe - The region's current 2004 second-quarter production forecast is 496,000 vehicles, down 10,000 vehicles compared to last month's guidance of 506,000 vehicles. GM Europe built 488,000 units in the second quarter of 2003.

GM Asia Pacific - GM Asia Pacific's current second-quarter forecast is 150,000 vehicles, up 1,000 vehicles from last month's forecast of 149,000 vehicles. GM Asia Pacific built 90,000 vehicles in the second quarter of 2003.

GM Latin America, Africa and the Middle East - The region's current second-quarter production forecast is 174,000 vehicles, up 7,000 vehicles from last month's forecast of 167,000 vehicles. The region built 128,000 vehicles in the second quarter of 2003.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs about 325,000 people globally in its core automotive business and subsidiaries.

Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries, and its vehicles are sold in 192 countries. In 2003, GM sold nearly 8.6 million cars and trucks, about 15 percent of the global vehicle market. GM's global headquarters is at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's consumer website at www.gm.com.

Note: GM sales and production results are available on GM Media OnLine at <http://media.gm.com> by clicking on News, then Sales/Production. In this press release and related comments by General Motors management, our use of the words "expect," "anticipate," "estimate," "forecast," "objective," "plan," "goal" and similar expressions is intended to identify forward looking statements. While these statements represent our current judgment on what the future may hold, and we believe these judgments are reasonable, actual results may differ materially due to numerous important factors that are described in GM's most recent report on SEC Form 10-K (at page II-20) which may be revised or supplemented in subsequent reports on SEC Forms 10-Q and 8-K. Such factors include, among others, the following: changes in economic conditions, currency exchange rates or political stability; shortages of fuel, labor strikes or work stoppages; market acceptance of the corporation's new products; significant changes in the competitive environment; changes in laws, regulations and tax rates; and, the ability of the corporation to achieve reductions in cost and employment levels to realize production efficiencies and implement capital expenditures at levels and times planned by management.

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Detroit -- General Motors dealers in the United States today reported the following vehicle sales:

	Calendar Year-to-Date
April	January - April

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Curr S/D:	26			% Chg			
Prev S/D:	26	2004	2003	per S/D	2004	2003	%Chg
Vehicle Total		401,451	400,687	0.2	1,468,567	1,419,097	3.5
Car Total		152,896	155,722	-1.8	613,788	609,981	0.6
Truck Total		248,555	244,965	1.5	854,779	809,116	5.6
Light Truck Total		244,241	241,249	1.2	840,500	796,980	5.5
Light Vehicle Total		397,137	396,971	0.0	1,454,288	1,406,961	3.4

Market Division	April			Calendar Year-to-Date		
Vehicle Total	April			January - April		
	2004	2003	% Chg	2004	2003	%Chg
			per S/D			
Buick	25,473	25,389	0.3	103,485	108,678	-4.8
Cadillac	16,418	17,955	-8.6	67,593	64,215	5.3
Chevrolet	235,025	230,659	1.9	835,868	774,049	8.0
GMC	49,748	50,037	-0.6	180,211	158,066	14.0
HUMMER	2,268	2,883	-21.3	8,670	11,522	-24.8
Oldsmobile	3,719	10,080	-63.1	20,750	43,491	-52.3
Other - Isuzu	1,203	1,109	8.5	4,064	3,965	2.5
Pontiac	42,345	36,625	15.6	162,703	143,658	13.3
Saab	3,474	4,967	-30.1	11,524	15,852	-27.3
Saturn	21,778	20,983	3.8	73,699	95,601	-22.9

Sales of Domestically Produced Vehicles							
	2004	2003	% Chg	2004	2003	%Chg	
			per S/D				
Car	144,872	150,745	-3.9	588,030	594,114	-1.0	
Light Truck	244,241	241,249	1.2	840,500	796,980	5.5	

Twenty-six selling days for the April period this year and twenty-six for last year.

*American Isuzu Motors, Inc., dealer sales of commercial vehicles distributed by General Motors Corporation as reported to General Motors by American Isuzu Motors, Inc.

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GM Car Deliveries - (United States)
April 2004

April	Calendar Year-to-Date
	January - April
	%Chg

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	2004	2003	per S/D	2004	2003	%Chg
Selling Days (S/D)	26	26				
Century	6,863	6,420	6.9	25,390	38,249	-33.6
LeSabre	8,266	8,982	-8.0	34,821	31,267	11.4
Park Avenue	1,475	2,114	-30.2	6,755	8,257	-18.2
Regal	2,217	2,004	10.6	7,391	7,377	0.2
Buick Total	18,821	19,520	-3.6	74,357	85,150	-12.7
Catera	0	10	***.*	0	15	***.*
CTS	4,738	5,751	-17.6	18,911	16,707	13.2
DeVille	4,273	5,888	-27.4	19,630	23,318	-15.8
Eldorado	6	23	-73.9	7	168	-95.8
Seville	413	1,173	-64.8	1,742	7,721	-77.4
XLR	339	0	***.*	1,256	0	***.*
Cadillac Total	9,769	12,845	-23.9	41,546	47,929	-13.3
Aveo	3,900	0	***.*	11,783	0	***.*
Camaro	108	171	-36.8	127	746	-83.0
Cavalier	17,217	18,405	-6.5	67,278	70,629	-4.7
Classic	9,032	0	***.*	38,044	0	***.*
Corvette	3,169	6,249	-49.3	11,570	12,233	-5.4
Impala	22,149	24,487	-9.5	94,773	83,272	13.8
Lumina	0	15	***.*	0	15	***.*
Malibu	9,462	11,681	-19.0	38,451	50,413	-23.7
Metro	0	1	***.*	0	1	***.*
Monte Carlo	4,125	5,721	-27.9	18,005	20,281	-11.2
Prizm	4	12	-66.7	5	16	-68.8
SSR	966	0	***.*	4,035	0	***.*
Chevrolet Total	70,132	66,742	5.1	284,071	237,606	19.6
Alero	2,728	7,395	-63.1	15,961	33,131	-51.8
Aurora	42	576	-92.7	146	1,645	-91.1
Intrigue	42	138	-69.6	55	496	-88.9
Oldsmobile Total	2,812	8,109	-65.3	16,162	35,272	-54.2
Bonneville	2,571	3,044	-15.5	9,877	8,969	10.1
Firebird	90	141	-36.2	109	610	-82.1
Grand Am	14,347	10,269	39.7	51,593	43,688	18.1
Grand Prix	10,156	7,521	35.0	48,768	32,093	52.0
GTO	650	0	***.*	2,451	0	***.*
Sunfire	3,489	3,159	10.4	12,666	11,400	11.1
Vibe	5,478	5,118	7.0	17,959	23,160	-22.5
Pontiac Total	36,781	29,252	25.7	143,423	119,920	19.6
9-3	2,762	3,734	-26.0	9,055	11,623	-22.1
9-5	712	1,233	-42.3	2,469	4,229	-41.6
Saab Total	3,474	4,967	-30.1	11,524	15,852	-27.3
ION	8,303	8,243	0.7	33,408	34,026	-1.8
Saturn L Series	2,804	5,560	-49.6	9,297	28,423	-67.3
Saturn S Series	0	484	***.*	0	5,803	***.*
Saturn Total	11,107	14,287	-22.3	42,705	68,252	-37.4
GM Total	152,896	155,722	-1.8	613,788	609,981	0.6
GM Car Deliveries by Production Source						
GM North America *	144,872	150,745	-3.9	588,030	594,114	-1.0
GM Import	8,024	4,977	61.2	25,758	15,867	62.3

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GM Total	152,896	155,722	-1.8	613,788	609,981	0.6
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* Includes U.S./Canada/Mexico

2-1P
GM Car Deliveries - (United States)
April 2004

	April			Calendar Year-to-Date January - April		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	26	26				

GM Car Deliveries by Production Source and Marketing Division

Buick Total	18,821	19,520	-3.6	74,357	85,150	-12.7
Cadillac Total	9,769	12,835	-23.9	41,546	47,914	-13.3
Chevrolet Total	66,232	66,742	-0.8	272,288	237,606	14.6
Oldsmobile Total	2,812	8,109	-65.3	16,162	35,272	-54.2
Pontiac Total	36,131	29,252	23.5	140,972	119,920	17.6
Saturn Total	11,107	14,287	-22.3	42,705	68,252	-37.4
GM North America Total*	144,872	150,745	-3.9	588,030	594,114	-1.0
Cadillac Total	0	10	***.*	0	15	***.*
Chevrolet Total	3,900	0	***.*	11,783	0	***.*
Pontiac Total	650	0	***.*	2,451	0	***.*
Saab Total	3,474	4,967	-30.1	11,524	15,852	-27.3
GM Import Total	8,024	4,977	61.2	25,758	15,867	62.3

GM Vehicle Deliveries by Marketing Division

Buick Total	25,473	25,389	0.3	103,485	108,678	-4.8
Cadillac Total	16,418	17,955	-8.6	67,593	64,215	5.3
Chevrolet Total	235,025	230,659	1.9	835,868	774,049	8.0
GMC Total	49,748	50,037	-0.6	180,211	158,066	14.0
HUMMER Total	2,268	2,883	-21.3	8,670	11,522	-24.8
Oldsmobile Total	3,719	10,080	-63.1	20,750	43,491	-52.3
Other-Isuzu Total	1,203	1,109	8.5	4,064	3,965	2.5
Pontiac Total	42,345	36,625	15.6	162,703	143,658	13.3
Saab Total	3,474	4,967	-30.1	11,524	15,852	-27.3
Saturn Total	21,778	20,983	3.8	73,699	95,601	-22.9
GM Total	401,451	400,687	0.2	1,468,567	1,419,097	3.5

* Includes US/Canada/Mexico

3-1P
GM Truck Deliveries - (United States)
April 2004

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	April		Calendar Year-to-Date January - April			
	2004	2003	% Chg per S/D	2004	2003	%Chg
	Selling Days (S/D)	26	26			
Rainier	1,367	0	***.*	6,799	0	***.*
Rendezvous	5,285	5,869	-10.0	22,329	23,528	-5.1
Total Buick	6,652	5,869	13.3	29,128	23,528	23.8
Escalade	2,474	2,996	-17.4	10,013	9,770	2.5
Escalade ESV	1,066	1,231	-13.4	3,906	3,497	11.7
Escalade EXT	900	883	1.9	3,280	3,019	8.6
SRX	2,209	0	***.*	8,848	0	***.*
Total Cadillac	6,649	5,110	30.1	26,047	16,286	59.9
Astro	3,405	5,731	-40.6	11,306	14,284	-20.8
C/K Suburban (Chevy)	8,887	11,201	-20.7	34,643	33,364	3.8
Chevy C/T Series	76	136	-44.1	137	384	-64.3
Chevy W Series	187	180	3.9	684	719	-4.9
Colorado	10,461	0	***.*	27,736	0	***.*
Equinox	6,500	0	***.*	7,551	0	***.*
Express Cutaway/G Cut	1,695	1,625	4.3	5,771	5,313	8.6
Express Panel/G Van	7,120	6,692	6.4	23,447	19,513	20.2
Express/G Sportvan	2,557	1,591	60.7	5,738	5,129	11.9
Kodiak 4/5 Series	696	746	-6.7	2,447	2,186	11.9
Kodiak 6/7/8 Series	380	167	127.5	1,307	610	114.3
S/T Blazer	6,351	4,087	55.4	16,118	16,719	-3.6
S/T Pickup	1,444	11,911	-87.9	6,273	43,438	-85.6
Tahoe	15,357	17,440	-11.9	57,768	51,606	11.9
Tracker	1,547	2,661	-41.9	7,503	11,256	-33.3
TrailBlazer	19,542	19,246	1.5	81,217	74,252	9.4
Venture	10,189	8,304	22.7	26,967	29,897	-9.8
.....						
Avalanche	7,945	6,698	18.6	27,293	25,709	6.2
Silverado-C/K Pickup	60,554	65,501	-7.6	207,891	202,064	2.9
Chevrolet Fullsize Pickups	68,499	72,199	-5.1	235,184	227,773	3.3
.....						
Chevrolet Total	164,893	163,917	0.6	551,797	536,443	2.9
Canyon	2,262	0	***.*	6,408	0	***.*
Envoy	10,306	9,550	7.9	41,230	35,195	17.1
GMC C/T Series	169	268	-36.9	266	856	-68.9
GMC W Series	486	419	16.0	1,459	1,329	9.8
S/T Jimmy	0	36	***.*	0	52	***.*
Safari (GMC)	694	1,093	-36.5	2,364	3,708	-36.2
Savana Panel/G Classic	1,988	2,012	-1.2	6,514	5,693	14.4
Savana Special/G Cut	1,581	1,151	37.4	7,315	3,425	113.6
Savana/Rally	199	306	-35.0	783	986	-20.6
Sierra	18,762	18,878	-0.6	62,533	57,361	9.0
Sonoma	438	2,974	-85.3	2,003	10,281	-80.5
Topkick 4/5 Series	531	386	37.6	2,072	1,203	72.2
Topkick 6/7/8 Series	586	305	92.1	1,843	884	108.5
Yukon	7,138	6,942	2.8	27,594	20,948	31.7
Yukon XL	4,608	5,717	-19.4	17,827	16,145	10.4
GMC Total	49,748	50,037	-0.6	180,211	158,066	14.0

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HUMMER H1	50	77	-35.1	152	228	-33.3
HUMMER H2	2,218	2,806	-21.0	8,518	11,294	-24.6
HUMMER Total	2,268	2,883	-21.3	8,670	11,522	-24.8
Bravada	251	750	-66.5	1,027	2,932	-65.0
Silhouette	656	1,221	-46.3	3,561	5,287	-32.6
Oldsmobile Total	907	1,971	-54.0	4,588	8,219	-44.2
Other-Isuzu F Series	96	161	-40.4	372	514	-27.6
Other-Isuzu N Series	1,107	948	16.8	3,692	3,451	7.0
Other-Isuzu Total	1,203	1,109	8.5	4,064	3,965	2.5
Aztek	2,345	4,316	-45.7	7,416	11,311	-34.4
Montana	3,219	3,057	5.3	11,864	12,427	-4.5
Pontiac Total	5,564	7,373	-24.5	19,280	23,738	-18.8
VUE	10,671	6,696	59.4	30,994	27,349	13.3
Saturn Total	10,671	6,696	59.4	30,994	27,349	13.3
GM Total	248,555	244,965	1.5	854,779	809,116	5.6

GM TRUCK Deliveries by Production Source

GM North America *	247,062	243,661	1.4	849,863	804,753	5.6
GM Import	1,493	1,304	14.5	4,916	4,363	12.7
GM Total	248,555	244,965	1.5	854,779	809,116	5.6

GM Light Duty Truck Deliveries by Production Source

GM North America *	244,241	241,249	1.2	840,500	796,980	5.5
GM Import	0	0	***.*	0	0	***.*
GM Total	244,241	241,249	1.2	840,500	796,980	5.5

* Includes U.S./Canada/Mexico

3-1P
GM Truck Deliveries - (United States)
April 2004

	April		% Chg per S/D	Calendar Year-to-Date January - April		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	26	26				

GM TRUCK Deliveries by Production Source and Marketing Division

Buick Total	6,652	5,869	13.3	29,128	23,528	23.8
Cadillac Total	6,649	5,110	30.1	26,047	16,286	59.9
Chevrolet Total	164,769	163,795	0.6	551,366	535,947	2.9
GMC Total	49,371	49,696	-0.7	179,059	157,049	14.0
HUMMER Total	2,268	2,883	-21.3	8,670	11,522	-24.8

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Oldsmobile Total	907	1,971	-54.0	4,588	8,219	-44.2
Other-Isuzu Total	211	268	-21.3	731	1,115	-34.4
Pontiac Total	5,564	7,373	-24.5	19,280	23,738	-18.8
Saturn Total	10,671	6,696	59.4	30,994	27,349	13.3
GM North America Total*	247,062	243,661	1.4	849,863	804,753	5.6

Chevrolet Total	124	122	1.6	431	496	-13.1
GMC Total	377	341	10.6	1,152	1,017	13.3
Other-Isuzu Total	992	841	18.0	3,333	2,850	16.9
GM Import Total	1,493	1,304	14.5	4,916	4,363	12.7

GM Light Truck Deliveries by Production Source and Marketing Division

Buick Total	6,652	5,869	13.3	29,128	23,528	23.8
Cadillac Total	6,649	5,110	30.1	26,047	16,286	59.9
Chevrolet Total	163,554	162,688	0.5	547,222	532,544	2.8
GMC Total	47,976	48,659	-1.4	174,571	153,794	13.5
HUMMER Total	2,268	2,883	-21.3	8,670	11,522	-24.8
Oldsmobile Total	907	1,971	-54.0	4,588	8,219	-44.2
Pontiac Total	5,564	7,373	-24.5	19,280	23,738	-18.8
Saturn Total	10,671	6,696	59.4	30,994	27,349	13.3
GM North America Total*	244,241	241,249	1.2	840,500	796,980	5.5

GM Light Truck Deliveries by Marketing Division

Buick Total	6,652	5,869	13.3	29,128	23,528	23.8
Cadillac Total	6,649	5,110	30.1	26,047	16,286	59.9
Chevrolet Total	163,554	162,688	0.5	547,222	532,544	2.8
GMC Total	47,976	48,659	-1.4	174,571	153,794	13.5
HUMMER Total	2,268	2,883	-21.3	8,670	11,522	-24.8
Oldsmobile Total	907	1,971	-54.0	4,588	8,219	-44.2
Pontiac Total	5,564	7,373	-24.5	19,280	23,738	-18.8
Saturn Total	10,671	6,696	59.4	30,994	27,349	13.3
GM Total	244,241	241,249	1.2	840,500	796,980	5.5

* Includes US/Canada/Mexico

GM Production Schedule - 05/04/04 5/4/2004

Units 000s	GMNA			GME2	GMLAAM	GMAP	Total Worldwide	Memo: JV1	
	Carl	Truck1	Total					Car	Truck
2004 Q2#	539	841	1,380	496	174	150	2,200	18	48
O/(U) prior forecast:@	0	0	0	(10)	7	1	(2)	0	0

Units 000s	GMNA			GME	GMLAAM	GMAP	Total Worldwide	Memo: JV1	
	Car	Truck	Total					Car	Truck
2000									
1st Qtr.	746	775	1,521	572	118	40	2,251	24	13
2nd Qtr.	787	781	1,568	534	140	45	2,287	19	17

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3rd Qtr.	689	630	1,319	374	151	53	1,897	16	18
4th Qtr.	670	694	1,364	513	135	47	2,059	18	17
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CY	2,892	2,880	5,772	1,993	544	185	8,494	77	65
2001									
1st Qtr.	581	633	1,214	538	138	51	1,941	13	14
2nd Qtr.	638	726	1,364	491	165	64	2,084	13	16
3rd Qtr.	573	665	1,238	373	146	74	1,832	11	15
4th Qtr.	573	721	1,294	441	127	67	1,929	9	16
	-----	-----	-----	-----	-----	-----	-----	-----	-----
CY	2,365	2,745	5,110	1,842	575	256	7,786	46	61
2002									
1st Qtr.	600	753	1,353	456	131	65	2,005	12	11
2nd Qtr.	688	865	1,553	453	141	74	2,221	15	17
3rd Qtr.	567	740	1,307	408	132	87	1,934	19	20
4th Qtr.	602	824	1,426	453	157	81	2,117	13	24
	-----	-----	-----	-----	-----	-----	-----	-----	-----
CY	2,457	3,182	5,639	1,770	561	307	8,277	59	72
2003									
1st Qtr.	591	860	1,451	491	127	77	2,146	19	24
2nd Qtr.	544	837	1,381	488	128	90	2,087	19	24
3rd Qtr.	492	752	1,244	393	135	120	1,892	21	16
4th Qtr.	558	825	1,383	446	157	133	2,119	16	19
	-----	-----	-----	-----	-----	-----	-----	-----	-----
CY	2,185	3,274	5,459	1,818	547	420	8,244	75	83
2004									
1st Qtr.	524	821	1,345	463	158	116	2,082	18	20
2nd Qtr. #	539	841	1,380	496	174	150	2,200	18	48
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See notes next page.

@ Numbers may vary due to rounding

1 JOINT VENTURE - NUMMI units included in GMNA Car, HUMMER and CAMI units included in GMNA Truck.

2 GME includes Saab back to 1999

Denotes estimate

Note: Beginning with Q1 2001, a reclassification has been made in the International regions to count vehicles as production in the region of final assembly. 1999 and 2000 data has been adjusted to reflect this reclassification.

This report is governed by the Safe Harbor language found in the Terms and Conditions on the GM Institutional Investor website.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

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Date: May 4, 2004

GENERAL MOTORS CORPORATION
(Registrant)

By: /s/PETER R. BIBLE.

(Peter R. Bible,
Chief Accounting Officer)