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GENERAL MOTORS CORP
Form 8-K
January 04, 2005

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

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) January 4, 2005

GENERAL MOTORS CORPORATION

(Exact Name of Registrant as Specified in its Charter)

STATE OF DELAWARE -----	1-143 -----	38-0572515 -----
(State or other jurisdiction of Incorporation or Organization)	(Commission File Number)	(I.R.S. Employer Identification No.)
300 Renaissance Center, Detroit, Michigan		48265-3000 (Zip Code)

(Address of Principal Executive Offices)

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

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Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
(17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR
240.14a-12)

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- [] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- [] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 8.01. OTHER EVENTS

On January 4, 2005, General Motors Corporation (GM) issued a news release announcing December 2004 sales. The release is as follows:

GM Reports 437,161 Deliveries in December

Truck and Utility Sales Set Industry Records for 4th Straight Year

Chevrolet Has Best Sales Since 1988, Cadillac Since 1990

GMC Posts Another Record Sales Year

DETROIT - General Motors dealers sold 437,161 new cars and trucks in December, down 6 percent compared to very strong year-ago sales, which included significantly higher fleet deliveries. GM's truck sales (273,867) were down 5 percent, and car sales (163,294) were down 7 percent. GM calendar-year sales (4,707,416) were down a modest 1 percent versus 2003. Truck sales were up 1 percent, and car sales declined 4 percent.

"GM had a solid finish to the year," said John Smith, group vice president, GM North America Vehicle Sales, Service and Marketing. "Once again we set industry records in total truck and utility vehicle sales for the year and sold more full-size pickups than any other manufacturer. Chevrolet, Cadillac and GMC all had sales gains -- Chevrolet had its best year since 1988, Cadillac since 1990 and GMC achieved its best-ever annual sales. Our business improved in the second half of the year, largely due to the growing acceptance of key launch brands including Cadillac STS, Pontiac G6, Buick LaCrosse, GMC Canyon, HUMMER H2 SUT and Chevrolet Aveo, Colorado, Equinox and Cobalt - all of which had their best monthly sales in December. These successes, along with 17 all-new models being introduced this year should help us grow in 2005."

GM achieved a number of positive results in 2004. For the fourth consecutive year, GM set an industry truck sales record and continued to lead the industry with more than 2.8 million deliveries. No other manufacturer has ever surpassed 2.6 million truck sales in a calendar year. Additionally, GM maintained its leadership in two key truck segments. GM full-size pickup deliveries were up compared to year-ago levels (+0.1 percent) and led all manufacturers for the fourth consecutive year. GM sport utility vehicle deliveries were up 5 percent in 2004, eclipsing the 1.3-million unit level and establishing a new industry benchmark for the fourth straight year. GM remains the only manufacturer to sell more than one million SUVs in a calendar year and more than 100,000 SUVs monthly, a benchmark GM achieved eight times in 2004.

Key GM brands had strong sales results in 2004. Chevrolet sales for the calendar year were up 4 percent, resulting in its best sales year since 1988. This improvement was led by car sales, which rose 13 percent in December and 15 percent for the year, securing Chevrolet's position as the top-selling car brand in the U.S. Total Chevrolet sales in December were comparable to 2003 (+0.2 percent). Malibu deliveries were up 167 percent in December and 46.5 percent for

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the calendar year. Impala sales jumped 33.5 percent in December and 8 percent for the year. Corvette sales rose 53 percent for the month and 26 percent for the calendar year. Chevrolet's car sales were further strengthened by the addition of Cobalt and Aveo, which in December had its best sales since launch and led the entry-level car segment for the calendar year. On the truck side, Colorado had its best sales month since launch, TrailBlazer sales increased 7 percent in December and 4.5 percent year-over-year, and Equinox also had its best sales month, surpassing 10,000 units for the fourth month in a row. Additionally, Chevrolet remained the full-size utility segment leader for the calendar year.

Cadillac continued its exceptional sales performance with a 19 percent increase in December and an 8 percent improvement year-over-year. This marks Cadillac's best annual sales since 1990. Cadillac's success was led by record CTS sales, which were up 43 percent in December and 16 percent for the calendar year and annual sales improvements for Escalade (+4 percent) and Escalade ESV (+21 percent), both of which had record December sales. SRX had its best-ever sales in December (+80 percent), and STS recorded its fourth consecutive month of sales increases.

GMC achieved its best-ever annual sales and its eleventh all-time sales record in the last 12 years. Although GMC's December sales were down, calendar year sales were up 4 percent compared to very strong year-ago levels. GMC's success was led by calendar-year record sales for Envoy (+6 percent) and Sierra (+9 percent) and solid Canyon sales, which rose 157 percent in December.

In December, HUMMER posted its best sales month for the year, capping five consecutive months of sales increases. Although sales were down compared to year-ago levels, HUMMER deliveries continued to show improvement in the second half of 2004, strengthened by the addition of the H2 SUT to the portfolio, which had its best monthly sales to date.

Pontiac car deliveries were up 3 percent for the calendar year, led by a 5 percent increase in Grand Prix deliveries and the addition of the G6, which in December had its best sales month since launch and posted deliveries up 35 percent over November sales. Vibe deliveries rose 13 percent in December and 3.5 percent for the calendar year. Although Pontiac's December sales were down, calendar year sales were comparable to 2003 (-0.3 percent).

Saturn car sales were negatively impacted in 2004 by the discontinuation of the L-Series, resulting in sales declines for December and the calendar year. Vue, however, had a year-over-year sales improvement of 6 percent, and Saturn's truck sales are improving with the introduction of its new crossover sport van, the Relay.

Buick's calendar year truck deliveries improved 11.5 percent with the addition of the Rainier and Terraza, the division's new crossover sport van. LaCrosse had its best monthly sales since its introduction, a 59.5 percent increase over November sales. Buick's December and calendar year sales declined.

Certified Used Vehicles

December 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 47,233 units, up 17 percent from December 2003. Total 2004 certified GM sales were 533,205 units, up more than 12 percent from year-ago levels.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified

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used brand, posted the certified category's second-highest monthly sales results ever in December with sales of 40,292 units, up more than 16 percent from last December. This marks the third consecutive month that GM Certified Used Vehicles surpassed the 40,000-unit mark in sales, with fourth-quarter sales up more than 20,000 units over the same period last year.

GM Certified Used Vehicles led all certified pre-owned brands industry-wide with total 2004 sales of 449,562 units, a 13 percent increase from 2003 and a new annual sales record for the certified category. Annual sales for Used Cars from Saturn were up 8 percent, while Cadillac Certified Pre-Owned Vehicles sales were up 12 percent.

Cadillac Certified Pre-Owned Vehicles posted December sales of 3,631 units, up 37 percent. Used Cars from Saturn sold 2,688 units, up 11 percent. Saab Certified Pre-Owned Vehicles sold 622 units, down 18 percent.

"With its best-ever annual sales performance in 2004 GM Certified Used Vehicles, the industry's top-selling certified brand, continues to expand its leadership in the certified pre-owned segment," Smith said. "GM Certified Used Vehicles finished the year with sales of nearly 450,000 units, up 13 percent from 2003 and an all-time high for the manufacturer-certified category."

GM North America Reports December Production and 2004 Fourth-Quarter Production, 2005 First-Quarter Production Forecast Unchanged

In December, GM North America produced 399,000 vehicles (148,000 cars and 251,000 trucks), compared to 420,000 vehicles (169,000 cars and 251,000 trucks) produced in December 2003. Production totals include joint venture production of 19,300 vehicles in December 2004 and 11,500 vehicles in December 2003.

In the fourth quarter of 2004, GM North America built 1.277 million vehicles (466,000 cars and 811,000 trucks). In the fourth quarter of 2003, GM North America built 1.385 million vehicles (558,000 cars and 827,000 trucks).

Also, GM North America's 2005 first-quarter production forecast remains unchanged at 1.25 million vehicles (481,000 cars and 769,000 trucks). In the first quarter of 2004, GM North America built 1.345 million vehicles (525,000 cars and 820,000 trucks).

GM also announced revised 2004 fourth-quarter and 2005 first-quarter production forecasts for its international regions.

GM Europe - The region's revised fourth-quarter forecast is 441,000 vehicles, down 5,000 vehicles from last month's guidance. Comparable fourth quarter 2003 production is 458,000 vehicles. GM Europe's current 2005 first-quarter production estimate is 506,000 vehicles, down 9,000 vehicles from last month's initial guidance. In the first quarter of 2004, the region built 473,000 vehicles.

GM Asia Pacific - GM Asia Pacific's current fourth-quarter production forecast is 382,000 vehicles, up 1,000 vehicles from last month's forecast. Comparable fourth quarter 2003 production is 308,000. The region's current 2005 first-quarter production forecast is unchanged at 337,000 vehicles. In the first quarter of 2004, the region built 296,000 vehicles.

GM Latin America, Africa and the Middle East - The region's revised fourth-quarter forecast is 201,000 vehicles, up 1,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 157,000 vehicles. The region's 2005 first-quarter production estimate remains unchanged at 181,000 vehicles. In the first quarter of 2004, the region built 159,000 vehicles.

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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:

	December			Calendar Year-to-Date January - December		
Curr S/D:	2004	2003	% Chg per S/D	2004	2003	%Chg
Prev S/D: 27						
26						
Vehicle Total	437,161	447,900	-6.0	4,707,416	4,756,403	-1.0
Car Total	163,294	169,494	-7.2	1,885,199	1,960,682	-3.8
Truck Total	273,867	278,406	-5.3	2,822,217	2,795,721	0.9
Light Truck Total	265,430	273,352	-6.5	2,770,260	2,754,100	0.6
Light Vehicle Total	428,724	442,846	-6.8	4,655,459	4,714,782	-1.3

Market Division	December			Calendar Year-to-Date January - December		
Vehicle Total	2004	2003	% Chg per S/D	2004	2003	%Chg

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Buick	26,241	28,821	-12.3	309,639	336,788	-8.1
Cadillac	27,324	22,062	19.3	234,217	216,090	8.4
Chevrolet	262,633	252,283	0.2	2,763,238	2,655,777	4.0
GMC	61,192	62,401	-5.6	602,064	578,783	4.0
HUMMER	3,814	3,812	-3.7	29,345	35,259	-16.8
Oldsmobile	553	10,196	-94.8	28,851	125,897	-77.1
Other - Isuzu	2,744	1,563	69.1	15,707	13,123	19.7
Pontiac	35,843	44,093	-21.7	474,179	475,615	-0.3
Saab	3,421	3,506	-6.0	38,159	47,914	-20.4
Saturn	13,396	19,163	-32.7	212,017	271,157	-21.8

Sales of Domestically Produced Vehicles

Car	150,054	163,674	-11.7	1,776,829	1,906,997	-6.8
Light Truck	265,430	273,352	-6.5	2,770,260	2,754,100	0.6

Twenty-seven selling days for the December 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.

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

	December			Calendar Year-to-Date January - December		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	27	26				
Century	1,780	6,859	-75.0	67,264	94,279	-28.7
LaCrosse	6,663	0	***.*	10,995	0	***.*
LeSabre	8,385	7,832	3.1	114,157	114,572	-0.4
Park Avenue	710	2,404	-71.6	17,138	26,820	-36.1
Regal	304	1,550	-81.1	13,775	23,677	-41.8
Buick Total	17,842	18,645	-7.9	223,329	259,348	-13.9
Catera	0	0	***.*	0	15	***.*
CTS	6,258	4,209	43.2	57,211	49,392	15.8
DeVille	6,456	7,312	-15.0	68,195	82,076	-16.9
Eldorado	0	0	***.*	7	193	-96.4
Seville	69	1,048	-93.7	3,386	18,747	-81.9
STS	3,171	0	***.*	9,484	0	***.*
XLR	342	287	14.8	3,665	875	318.9
Cadillac Total	16,296	12,856	22.1	141,948	151,298	-6.2
Aveo	6,867	2,235	195.9	56,642	5,677	897.7
Camaro	0	21	***.*	127	1,124	-88.7

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Cavalier	8,754	21,662	-61.1	195,275	256,550	-23.9
Classic	6,636	11,992	-46.7	88,211	50,492	74.7
Cobalt	4,507	0	***.*	4,959	0	***.*
Corvette	2,897	1,825	52.9	35,276	27,974	26.1
Impala	28,380	20,467	33.5	290,259	267,882	8.4
Lumina	0	0	***.*	0	15	***.*
Malibu	22,154	7,972	167.6	179,806	122,771	46.5
Metro	0	0	***.*	0	1	***.*
Monte Carlo	5,101	6,408	-23.3	57,679	66,976	-13.9
Prizm	0	0	***.*	5	17	-70.6
SSR	1,110	933	14.6	9,648	1,664	479.8
Chevrolet Total	86,406	73,515	13.2	917,887	801,143	14.6

Alero	415	9,122	-95.6	20,156	99,123	-79.7
Aurora	7	79	-91.5	206	3,161	-93.5
Intrigue	0	3	***.*	55	789	-93.0
Oldsmobile Total	422	9,204	-95.6	20,417	103,073	-80.2

Bonneville	1,580	3,457	-56.0	29,852	25,250	18.2
Firebird	0	8	***.*	109	920	-88.2
G6	6,687	0	***.*	16,185	0	***.*
Grand Am	2,849	14,368	-80.9	133,707	156,466	-14.5
Grand Prix	10,505	14,557	-30.5	131,551	125,441	4.9
GTO	2,952	79	***.*	13,569	79	***.*
Sunfire	3,611	3,570	-2.6	36,095	43,595	-17.2
Vibe	4,119	3,507	13.1	58,894	56,922	3.5
Pontiac Total	32,303	39,546	-21.3	419,962	408,673	2.8

9-2X	438	0	***.*	1,788	0	***.*
9-3	2,495	2,479	-3.1	27,322	34,075	-19.8
9-5	488	1,027	-54.2	9,049	13,839	-34.6
Saab Total	3,421	3,506	-6.0	38,159	47,914	-20.4

ION	5,986	9,404	-38.7	104,044	117,230	-11.2
Saturn L Series	618	2,818	-78.9	19,453	64,957	-70.1
Saturn S Series	0	0	***.*	0	7,046	***.*
Saturn Total	6,604	12,222	-48.0	123,497	189,233	-34.7

GM Total	163,294	169,494	-7.2	1,885,199	1,960,682	-3.8

GM Car Deliveries by Production Source						

GM North America *	150,054	163,674	-11.7	1,776,829	1,906,997	-6.8
GM Import	13,240	5,820	119.1	108,370	53,685	101.9

GM Total	163,294	169,494	-7.2	1,885,199	1,960,682	-3.8

* Includes U.S./Canada/Mexico

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

		Calendar Year-to-Date				
		December		January - December		
		%Chg per S/D				
		2004	2003	2004	2003	%Chg

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Selling Days (S/D)		27	26			
GM Car Deliveries by Production Source and Marketing Division						
Buick Total	17,842	18,645	-7.9	223,329	259,348	-13.9
Cadillac Total	16,296	12,856	22.1	141,948	151,283	-6.2
Chevrolet Total	79,539	71,280	7.5	861,245	795,466	8.3
Oldsmobile Total	422	9,204	-95.6	20,417	103,073	-80.2
Pontiac Total	29,351	39,467	-28.4	406,393	408,594	-0.5
Saturn Total	6,604	12,222	-48.0	123,497	189,233	-34.7
GM North America Total	150,054	163,674	-11.7	1,776,829	1,906,997	-6.8
Cadillac Total	0	0	***.*	0	15	***.*
Chevrolet Total	6,867	2,235	195.9	56,642	5,677	897.7
Pontiac Total	2,952	79	***.*	13,569	79	***.*
Saab Total	3,421	3,506	-6.0	38,159	47,914	-20.4
GM Import Total	13,240	5,820	119.1	108,370	53,685	101.9
GM Vehicle Deliveries by Marketing Division						
Buick Total	26,241	28,821	-12.3	309,639	336,788	-8.1
Cadillac Total	27,324	22,062	19.3	234,217	216,090	8.4
Chevrolet Total	262,633	252,283	0.2	2,763,238	2,655,777	4.0
GMC Total	61,192	62,401	-5.6	602,064	578,783	4.0
HUMMER Total	3,814	3,812	-3.7	29,345	35,259	-16.8
Oldsmobile Total	553	10,196	-94.8	28,851	125,897	-77.1
Other-Isuzu Total	2,744	1,563	69.1	15,707	13,123	19.7
Pontiac Total	35,843	44,093	-21.7	474,179	475,615	-0.3
Saab Total	3,421	3,506	-6.0	38,159	47,914	-20.4
Saturn Total	13,396	19,163	-32.7	212,017	271,157	-21.8
GM Total	437,161	447,900	-6.0	4,707,416	4,756,403	-1.0

* Includes US/Canada/Mexico

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

	December		%Chg per S/D	Calendar Year-to-Date January - December		
	2004	2003		2004	2003	%Chg
	Selling Days (S/D)			27	26	
Rainier	2,586	2,017	23.5	24,134	4,797	403.1
Rendezvous	4,445	8,159	-47.5	60,039	72,643	-17.4
Terraza	1,368	0	***.*	2,137	0	***.*
Total Buick	8,399	10,176	-20.5	86,310	77,440	11.5
Escalade	4,569	4,447	-1.1	36,994	35,621	3.9
Escalade ESV	1,905	1,581	16.0	15,618	12,866	21.4
Escalade EXT	979	1,264	-25.4	9,638	11,256	-14.4
SRX	3,575	1,914	79.9	30,019	5,049	494.6
Total Cadillac	11,028	9,206	15.4	92,269	64,792	42.4
Astro	3,461	3,312	0.6	34,564	40,123	-13.9

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C/K Suburban (Chevy)	12,470	15,428	-22.2	119,545	135,222	-11.6
Chevy C/T Series	28	78	-65.4	355	828	-57.1
Chevy W Series	388	361	3.5	2,772	2,318	19.6
Colorado	12,726	3,161	287.7	117,475	3,535	***.*
Equinox	12,274	0	***.*	84,024	0	***.*
Express Cutaway/G Cut	2,440	2,008	17.0	21,332	18,854	13.1
Express Panel/G Van	8,758	8,393	0.5	74,538	69,857	6.7
Express/G Sportvan	1,583	1,855	-17.8	18,692	16,023	16.7
Kodiak 4/5 Series	1,278	839	46.7	9,323	7,464	24.9
Kodiak 6/7/8 Series	361	336	3.5	3,420	2,584	32.4
S/T Blazer	876	4,795	-82.4	32,950	53,426	-38.3
S/T Pickup	96	5,095	-98.2	10,014	136,573	-92.7
Tahoe	16,838	21,122	-23.2	186,161	199,065	-6.5
Tracker	288	1,867	-85.1	14,898	35,123	-57.6
TrailBlazer	25,870	23,244	7.2	283,484	261,334	8.5
Uplander	2,441	0	***.*	3,948	0	***.*
Venture	1,680	9,347	-82.7	66,522	94,521	-29.6
.....						
Avalanche	6,592	9,364	-32.2	80,566	93,482	-13.8
Silverado-C/K Pickup	65,779	68,163	-7.1	680,768	684,302	-0.5
Chevrolet Fullsize Pickups	72,371	77,527	-10.1	761,334	777,784	-2.1
.....						
Chevrolet Total	176,227	178,768	-5.1	1,845,351	1,854,634	-0.5

Canyon	3,288	1,230	157.4	27,193	1,471	***.*
Envoy	10,166	12,903	-24.1	134,897	127,782	5.6
GMC C/T Series	27	81	-67.9	384	1,563	-75.4
GMC W Series	786	576	31.4	5,666	4,545	24.7
S/T Jimmy	0	0	***.*	0	52	***.*
Safari (GMC)	840	750	7.9	8,345	10,950	-23.8
Savana Panel/G Classic	2,791	2,716	-1.0	21,103	20,712	1.9
Savana Special/G Cut	1,287	1,131	9.6	18,131	10,569	71.5
Savana/Rally	240	236	-2.1	2,468	3,089	-20.1
Sierra	23,415	19,948	13.0	213,756	196,689	8.7
Sonoma	50	1,947	-97.5	3,303	35,040	-90.6
Topkick 4/5 Series	869	654	28.0	6,441	5,054	27.4
Topkick 6/7/8 Series	1,956	566	232.8	7,889	4,142	90.5
Yukon	7,781	10,281	-27.1	86,571	86,238	0.4
Yukon XL	7,696	9,382	-21.0	65,917	70,887	-7.0
GMC Total	61,192	62,401	-5.6	602,064	578,783	4.0

HUMMER H1	57	61	-10.0	447	730	-38.8
HUMMER H2	3,757	3,751	-3.5	28,898	34,529	-16.3
HUMMER Total	3,814	3,812	-3.7	29,345	35,259	-16.8

Bravada	62	355	-83.2	1,973	8,052	-75.5
Silhouette	69	637	-89.6	6,461	14,772	-56.3
Oldsmobile Total	131	992	-87.3	8,434	22,824	-63.0

Other-Isuzu F Series	242	119	95.8	1,389	1,417	-2.0
Other-Isuzu N Series	2,502	1,444	66.9	14,318	11,706	22.3
Other-Isuzu Total	2,744	1,563	69.1	15,707	13,123	19.7

Aztek	1,399	1,554	-13.3	20,588	27,354	-24.7
Montana	773	2,993	-75.1	31,411	39,588	-20.7
Montana SV6	1,368	0	***.*	2,218	0	***.*
Pontiac Total	3,540	4,547	-25.0	54,217	66,942	-19.0

Relay	1,090	0	***.*	1,563	0	***.*
VUE	5,702	6,941	-20.9	86,957	81,924	6.1

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Saturn Total	6,792	6,941	-5.8	88,520	81,924	8.1
GM Total	273,867	278,406	-5.3	2,822,217	2,795,721	0.9
GM TRUCK Deliveries by Production Source						
GM North America *	270,977	276,707	-5.7	2,803,216	2,780,943	0.8
GM Import	2,890	1,699	63.8	19,001	14,778	28.6
GM Total	273,867	278,406	-5.3	2,822,217	2,795,721	0.9
GM Light Duty Truck Deliveries by Production Source						
GM North America *	265,430	273,352	-6.5	2,770,260	2,754,100	0.6
GM Import	0	0	***.*	0	0	***.*
GM Total	265,430	273,352	-6.5	2,770,260	2,754,100	0.6

* Includes U.S./Canada/Mexico

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

	December		%Chg per S/D	Calendar Year-to-Date January - December		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	27	26				

GM TRUCK Deliveries by Production Source and Marketing Division						
Buick Total	8,399	10,176	-20.5	86,310	77,440	11.5
Cadillac Total	11,028	9,206	15.4	92,269	64,792	42.4
Chevrolet Total	175,964	178,595	-5.1	1,843,655	1,853,190	-0.5
GMC Total	60,614	61,970	-5.8	597,468	575,276	3.9
HUMMER Total	3,814	3,812	-3.7	29,345	35,259	-16.8
Oldsmobile Total	131	992	-87.3	8,434	22,824	-63.0
Other-Isuzu Total	695	468	43.0	2,998	3,296	-9.0
Pontiac Total	3,540	4,547	-25.0	54,217	66,942	-19.0
Saturn Total	6,792	6,941	-5.8	88,520	81,924	8.1
GM North America Total*	270,977	276,707	-5.7	2,803,216	2,780,943	0.8
Chevrolet Total	263	173	46.4	1,696	1,444	17.5
GMC Total	578	431	29.1	4,596	3,507	31.1
Other-Isuzu Total	2,049	1,095	80.2	12,709	9,827	29.3
GM Import Total	2,890	1,699	63.8	19,001	14,778	28.6

GM Light Truck Deliveries by Production Source and Marketing Division						
Buick Total	8,399	10,176	-20.5	86,310	77,440	11.5
Cadillac Total	11,028	9,206	15.4	92,269	64,792	42.4
Chevrolet Total	174,172	177,154	-5.3	1,829,481	1,841,440	-0.6
GMC Total	57,554	60,524	-8.4	581,684	563,479	3.2
HUMMER Total	3,814	3,812	-3.7	29,345	35,259	-16.8
Oldsmobile Total	131	992	-87.3	8,434	22,824	-63.0

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Pontiac Total	3,540	4,547	-25.0	54,217	66,942	-19.0
Saturn Total	6,792	6,941	-5.8	88,520	81,924	8.1
GM North America Total*	265,430	273,352	-6.5	2,770,260	2,754,100	0.6

GM Light Truck Deliveries by Marketing Division

Buick Total	8,399	10,176	-20.5	86,310	77,440	11.5
Cadillac Total	11,028	9,206	15.4	92,269	64,792	42.4
Chevrolet Total	174,172	177,154	-5.3	1,829,481	1,841,440	-0.6
GMC Total	57,554	60,524	-8.4	581,684	563,479	3.2
HUMMER Total	3,814	3,812	-3.7	29,345	35,259	-16.8
Oldsmobile Total	131	992	-87.3	8,434	22,824	-63.0
Pontiac Total	3,540	4,547	-25.0	54,217	66,942	-19.0
Saturn Total	6,792	6,941	-5.8	88,520	81,924	8.1
GM Total	265,430	273,352	-6.5	2,770,260	2,754,100	0.6

* Includes US/Canada/Mexico

GM Production Schedule - 01/04/05

Units 000s	GMNA			GME2	GMLAAM3	GMAP4	Total Worldwide	Memo: Joint Ventures		
	Car1	Truck1	Total					GMNA 1 Car	Truck	International 5
2004 Q4	466	811	1,277	441	201	382	2,301	17	47	320
O/(U) prior forecast:@	(7)	14	7	(5)	1	1	4	0	1	3
2005 Q1 #	481	769	1,250	506	181	337	2,274	17	51	280
O/(U) prior forecast:@	0	0	0	(9)	0	0	(9)	0	0	0

Units 000s	GMNA			GME	GMLAAM	GMAP	Total Worldwide	Memo: Joint Ventures		
	Car	Truck	Total					GMNA 1 Car	Truck	International
2001										
1st Qtr.	580	634	1,214	538	138	51	1,941	18	9	NA
2nd Qtr.	638	726	1,364	491	165	64	2,084	13	16	NA
3rd Qtr.	574	664	1,238	373	146	74	1,832	11	15	NA

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4th Qtr.	573	721	1,294	441	127	67	1,929	9	16	NA
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CY	2,365	2,745	5,110	1,842	575	256	7,786	51	56	NA
2002										
1st Qtr.	600	753	1,353	456	131	65	2,005	11	11	NA
2nd Qtr.	688	865	1,553	453	141	74	2,221	15	17	NA
3rd Qtr.	568	740	1,308	408	132	87	1,935	19	20	NA
4th Qtr.	602	824	1,426	453	157	81	2,117	14	25	NA
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CY	2,458	3,182	5,640	1,770	561	307	8,278	59	73	NA
2003										
1st Qtr.	591	860	1,451	491	127	77	2,146	19	24	NA
2nd Qtr.	543	837	1,380	488	128	90	2,086	19	24	NA
3rd Qtr.	492	753	1,245	393	135	120	1,893	20	17	NA
4th Qtr.	558	827	1,385	446	157	133	2,121	16	20	NA
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CY	2,184	3,277	5,461	1,818	547	420	8,246	74	85	NA
2004										
1st Qtr.	525	820	1,345	473	159	296	2,273	19	19	246
2nd Qtr.	543	846	1,389	503	172	338	2,402	18	48	284
3rd Qtr.	463	746	1,209	411	185	314	2,119	16	43	261
4th Qtr.	466	811	1,277	441	201	382	2,301	17	47	320
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CY	1,997	3,223	5,220	1,828	717	1,330	9,095	70	158	1,111
2005										
1st Qtr. #	481	769	1,250	506	181	337	2,274	17	51	280
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@ Numbers may vary due to rounding

Denotes estimate

- 1 GMNA includes joint venture production - NUMMI units included in GMNA Car; HUMMER and CAMI units included in GMNA Truck
- 2 GME includes GM-AvtoVAZ joint venture production beginning in Q1 2004
- 3 GMLAAM includes GM Egypt joint venture from 2001 through current calendar years
- 4 GMAP includes joint venture production: Shanghai GM Norsom Motors (formerly Jinbei GM) and Shanghai GM beginning in 2000 and SAIC-GM-Wuling and GM Daewoo Auto Technologies (GMDAT) beginning in Q1 2004
- 5 International joint venture production includes GM-AvtoVAZ, GM Egypt, Shanghai GM Norsom Motors, Shanghai GM, SAIC-GM-Wuling, and GMDAT

Effective December 1, 2004 reporting, 2004 quarterly production for GME and GMAP has been restated to include all joint venture production. In addition, a new International joint venture memo total has been added. Refer to Footnotes 2, 3, 4, & 5.

Memo: Incl all joint ventures

Units 000s	GMNA			GME	GMLAAM	GMAP	Total Worldwide	Memo: Joint Ventures		
	Car	Truck	Total					GMNA 1 Car	International 5 Truck	
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4th Qtr. 2003	558	827	1,385	458	157	308	2,308	16	20	265
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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.

GENERAL MOTORS CORPORATION

(Registrant)

Date: January 4, 2005

By: /s/PETER R. BIBLE

(Peter R. Bible,
Chief Accounting Officer)