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

Registrant's telephone number, including area code (313) 556-5000  
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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](http://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.

# # #

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.

2-1P  
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 |
|----------|---------|---------|------|---------|---------|-----|

\* Includes U.S./Canada/Mexico

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

|                     | April |      |                 | Calendar Year-to-Date<br>January - April |      |      |
|---------------------|-------|------|-----------------|--|------|------|
|                     | 2004  | 2003 | %Chg<br>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<br>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<br>January - April |         |         |       |
|-------------------------------|--------------------|---------|--|---------|---------|-------|
|                               | 2004               | 2003    | % Chg<br>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<br>Pickup       | 60,554             | 65,501  | -7.6                                     | 207,891 | 202,064 | 2.9   |
| Chevrolet Fullsize<br>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<br>per S/D | Calendar Year-to-Date<br>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    |
|            | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| 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    |
|            | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |

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.  
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(Peter R. Bible,  
Chief Accounting Officer)