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GENERAL MOTORS CORP
Form 8-K
February 03, 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) February 3, 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

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ITEM 5. OTHER EVENTS

On February 3, 2004, General Motors Corporation (GM) issued a news release announcing January 2004 sales. The release is as follows:

GM Reports January Sales of 299,050, Down 2 Percent
Record Sport Utility Sales Up 27 Percent
GMC Continues Strong Sales Performance With Another Monthly Record

DETROIT - General Motors dealers sold 299,050 new cars and trucks in January, down 2 percent compared to January 2003. GM's truck sales (174,597) were up 13 percent. Car sales (124,453) were down 17 percent.

"January sales results were below expectations. While we had good results in some divisions with sales increases at Chevrolet, GMC and Cadillac, a new industry record in sport utility sales and strong truck sales overall, car sales and sales in certain regions were disappointing," said John Smith, group vice president of GM North America Vehicle Sales, Service and Marketing. "However, we're beginning our launch of 29 new vehicles this year, including the Chevrolet Equinox, Cadillac STS, Saturn ION Coupe Redline and Pontiac G6, and we expect these vehicles to further build on the momentum we achieved during the second half of 2003."

GM Truck Sales

GM's industry-leading truck lineup posted healthy sales in January. Total truck sales were up 13 percent, and sales of sport utility vehicles (89,965) were up 27 percent, setting a new January record. Full-size pickup sales (59,104) increased 15 percent. Chevrolet full-size pickup sales (47,041) improved 14 percent, and GMC Sierra sales (12,063) were 17 percent above year-ago levels. Deliveries of large utilities (32,524) improved 50 percent, paced by Chevrolet Tahoe (13,395), up 50 percent and GMC Yukon (6,532), up 77 percent.

GM Car Sales

GM's overall car sales declined 17 percent in January, although key luxury models continued to perform well. Cadillac CTS had 3,278 deliveries, up 12 percent and a monthly record. Chevrolet Corvette sales (2,986) were up 96 percent. Additionally, key new products such as the Cadillac XLR, Chevrolet Malibu, SSR and Aveo and Pontiac GTO are continuing to ramp up.

Divisional Highlights

Chevrolet - Chevrolet had a solid sales performance in January with 167,199 deliveries, 8 percent above last year. Truck deliveries (112,387) were up 10 percent, led by Silverado (40,966), with a 9 percent improvement and Tahoe (13,395), which was up 50 percent. Other Chevrolet trucks with sales increases included Avalanche (6,075), up 65.5 percent, TrailBlazer (20,274) with a 24.5 percent improvement and Suburban (8,373), up 32 percent. Impala had record sales of 19,161 units, a 10 percent increase over last year. SSR sales (948) continued to build with its third consecutive month of sales improvements.

Cadillac - Cadillac sales in January (14,761) were up 1 percent compared to last year. Truck sales established a new January record (5,234), up 77 percent. Continuing strong sales of the Escalade portfolio (3,727) resulted in a 26 percent improvement over last year. Escalade ESV set a monthly record with 787 deliveries, up 99 percent. EXT also had record monthly sales with 722 deliveries, a 5 percent increase. CTS sales improved 12 percent with 3,278

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deliveries, setting a January record. The XLR, Cadillac's latest entry into the luxury car market, continues to garner very favorable reactions from consumers, dealers and the press.

GMC - GMC continued its strong sales performance establishing a new January record with 38,902 deliveries, a 33 percent increase. Sierra sales (12,063) were up 17 percent. Other GMC trucks that had sales improvements included Envoy (10,004) with a 38 percent increase; Yukon (6,532), up 77 percent and a new January record; and Yukon XL (4,224), which improved 59 percent.

HUMMER - HUMMER's January sales were 1,927 units. H2 sales (1,897) were affected by low stock due to an exceptionally high level of H2 sales in December 2003.

Pontiac - Grand Prix deliveries totaled 10,873, up 6 percent over last year. GTO sold 476 vehicles in January.

Saturn - VUE sales were 5,589, representing a 31 improvement over year-ago levels and a new monthly record. ION sales (7,460) were up 33 percent.

Certified Used Vehicles

Across all GM certified brands, January sales were 42,147 units, up 15 percent from 2003.

GM Certified Used Vehicles, the top selling manufacturer-certified brand, had strong January sales of 35,390 units, an increase of 15 percent over January 2003. Cadillac Certified Pre-Owned Vehicles had sales of 2,875 units in January, up 18 percent. Saturn Certified sold 3,123 units, a 10 percent improvement. Saab Certified Pre-Owned Vehicles had 759 deliveries, up 52 percent.

"GM Certified Used Vehicles had a strong start to 2004 with robust January sales, the second-highest monthly sales performance ever for the certified segment," Smith said. "Each of the GM certified brands, including Cadillac, Saab and Saturn, posted double-digit increases for the month."

GM North America Announces January Production Results; 2004 First-Quarter Production Forecast Remains Unchanged

In January, GM North America produced 380,500 vehicles (144,500 cars and 236,000 trucks), compared to 484,000 vehicles (216,000 cars and 268,000 trucks) produced in January 2003. Production totals include joint venture production of approximately 11,500 vehicles in January and 15,500 vehicles in January 2003.

In addition, GM's current first-quarter production forecast for North America remains unchanged at 1.35 million vehicles (533,000 cars and 817,000 trucks). In the first quarter of 2003, GM built 1.451 million vehicles (591,000 cars and 860,000 trucks).

GM also announced current first-quarter production estimates for its international regions:

GM Europe - The region's 2004 current first-quarter production estimate is 468,000 vehicles, down 2,000 vehicles from last month's forecast. In the first quarter of 2003, the region built 491,000 vehicles.

GM Asia Pacific - The region's current 2004 first-quarter production forecast is 116,000 vehicles, down 6,000 vehicles from last month's guidance. In the first quarter of 2003, the region built 77,000 vehicles.

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GM Latin America, Africa and the Middle East - The region's revised 2004 first-quarter production forecast is 157,000 vehicles, down 12,000 vehicles from last month's estimate of 169,000 vehicles. In the first quarter of 2003, the region built 127,000 vehicles.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs about 325,000 people globally. 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-18) 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:

	January			Calendar Year-to-Date January - January		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Curr S/D: 26						
Prev S/D: 25						
Vehicle Total	299,050	293,086	-1.9	299,050	293,086	-1.9
Car Total	124,453	144,475	-17.2	124,453	144,475	-17.2
Truck Total	174,597	148,611	13.0	174,597	148,611	13.0
Light Truck Total	171,939	146,562	12.8	171,939	146,562	12.8
Light Vehicle Total	296,392	291,037	-2.1	296,392	291,037	-2.1

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Market Division Vehicle Total						
	January			Calendar Year-to-Date January - January		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Buick	21,505	29,692	-30.4	21,505	29,692	-30.4
Cadillac	14,761	14,054	1.0	14,761	14,054	1.0
Chevrolet	167,199	149,257	7.7	167,199	149,257	7.7
GMC	38,902	28,207	32.6	38,902	28,207	32.6
HUMMER	1,927	2,857	-35.1	1,927	2,857	-35.1
Oldsmobile	4,201	9,058	-55.4	4,201	9,058	-55.4
Other - Isuzu	858	756	9.1	858	756	9.1
Pontiac	33,071	35,636	-10.8	33,071	35,636	-10.8
Saab	1,647	2,551	-37.9	1,647	2,551	-37.9
Saturn	14,979	21,018	-31.5	14,979	21,018	-31.5

Sales of Domestically Produced Vehicles

Car	120,771	141,922	-18.2	120,771	141,922	-18.2
Light Truck	171,939	146,562	12.8	171,939	146,562	12.8

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

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

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

	January			Calendar Year-to-Date January - January		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	26	25		26	25	
Century	6,794	13,820	-52.7	6,794	13,820	-52.7
LeSabre	6,537	6,941	-9.4	6,537	6,941	-9.4
Park Avenue	1,194	1,660	-30.8	1,194	1,660	-30.8
Regal	798	1,298	-40.9	798	1,298	-40.9
Buick Total	15,323	23,719	-37.9	15,323	23,719	-37.9
Catera	0	2	***.*	0	2	***.*
CTS	3,278	2,816	11.9	3,278	2,816	11.9
DeVille	5,601	5,940	-9.3	5,601	5,940	-9.3
Eldorado	0	72	***.*	0	72	***.*
Seville	421	2,387	-83.0	421	2,387	-83.0
XLR	227	0	***.*	227	0	***.*

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Cadillac Total	9,527	11,217	-18.3	9,527	11,217	-18.3
Aveo	1,559	0	***.*	1,559	0	***.*
Camaro	7	211	-96.8	7	211	-96.8
Cavalier	11,841	16,992	-33.0	11,841	16,992	-33.0
Classic	7,290	0	***.*	7,290	0	***.*
Corvette	2,986	1,468	95.6	2,986	1,468	95.6
Impala	19,161	16,735	10.1	19,161	16,735	10.1
Lumina	0	0	***.*	0	0	***.*
Malibu	7,157	11,234	-38.7	7,157	11,234	-38.7
Metro	0	0	***.*	0	0	***.*
Monte Carlo	3,863	4,146	-10.4	3,863	4,146	-10.4
Prizm	0	-1	***.*	0	-1	***.*
SSR	948	0	***.*	948	0	***.*
Chevrolet Total	54,812	50,785	3.8	54,812	50,785	3.8
Alero	3,534	6,936	-51.0	3,534	6,936	-51.0
Aurora	33	314	-89.9	33	314	-89.9
Intrigue	4	128	-97.0	4	128	-97.0
Oldsmobile Total	3,571	7,378	-53.5	3,571	7,378	-53.5
Bonneville	2,803	1,346	100.2	2,803	1,346	100.2
Firebird	6	185	-96.9	6	185	-96.9
Grand Am	11,620	12,029	-7.1	11,620	12,029	-7.1
Grand Prix	10,873	9,889	5.7	10,873	9,889	5.7
GTO	476	0	***.*	476	0	***.*
Sunfire	1,761	3,378	-49.9	1,761	3,378	-49.9
Vibe	2,644	5,070	-49.9	2,644	5,070	-49.9
Pontiac Total	30,183	31,897	-9.0	30,183	31,897	-9.0
9-3	1,220	1,779	-34.1	1,220	1,779	-34.1
9-5	427	772	-46.8	427	772	-46.8
Saab Total	1,647	2,551	-37.9	1,647	2,551	-37.9
ION	7,460	5,386	33.2	7,460	5,386	33.2
Saturn L Series	1,930	8,757	-78.8	1,930	8,757	-78.8
Saturn S Series	0	2,785	***.*	0	2,785	***.*
Saturn Total	9,390	16,928	-46.7	9,390	16,928	-46.7
GM Total	124,453	144,475	-17.2	124,453	144,475	-17.2
GM Car Deliveries by Production Source						
GM North America *	120,771	141,922	-18.2	120,771	141,922	-18.2
GM Import	3,682	2,553	38.7	3,682	2,553	38.7
GM Total	124,453	144,475	-17.2	124,453	144,475	-17.2

* Includes U.S./Canada/Mexico

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

January
Calendar Year-to-Date
January - January

%Chg

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	2004	2003	per S/D	2004	2003	%Chg
Selling Days (S/D)	26	25		26	25	
GM Car Deliveries by Production Source and Marketing Division						
Buick Total	15,323	23,719	-37.9	15,323	23,719	-37.9
Cadillac Total	9,527	11,215	-18.3	9,527	11,215	-18.3
Chevrolet Total	53,253	50,785	0.8	53,253	50,785	0.8
Oldsmobile Total	3,571	7,378	-53.5	3,571	7,378	-53.5
Pontiac Total	29,707	31,897	-10.4	29,707	31,897	-10.4
Saturn Total	9,390	16,928	-46.7	9,390	16,928	-46.7
GM North America Total*	120,771	141,922	-18.2	120,771	141,922	-18.2
Cadillac Total	0	2	***.*	0	2	***.*
Chevrolet Total	1,559	0	***.*	1,559	0	***.*
Pontiac Total	476	0	***.*	476	0	***.*
Saab Total	1,647	2,551	-37.9	1,647	2,551	-37.9
GM Import Total	3,682	2,553	38.7	3,682	2,553	38.7
GM Vehicle Deliveries by Marketing Division						
Buick Total	21,505	29,692	-30.4	21,505	29,692	-30.4
Cadillac Total	14,761	14,054	1.0	14,761	14,054	1.0
Chevrolet Total	167,199	149,257	7.7	167,199	149,257	7.7
GMC Total	38,902	28,207	32.6	38,902	28,207	32.6
HUMMER Total	1,927	2,857	-35.1	1,927	2,857	-35.1
Oldsmobile Total	4,201	9,058	-55.4	4,201	9,058	-55.4
Other-Isuzu Total	858	756	9.1	858	756	9.1
Pontiac Total	33,071	35,636	-10.8	33,071	35,636	-10.8
Saab Total	1,647	2,551	-37.9	1,647	2,551	-37.9
Saturn Total	14,979	21,018	-31.5	14,979	21,018	-31.5
GM Total	299,050	293,086	-1.9	299,050	293,086	-1.9

* Includes US/Canada/Mexico

3-1P

GM Truck Deliveries - (United States)
January 2004

	January			Calendar Year-to-Date January - January		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	26	25		26	25	
Rainier	1,222	0	***.*	1,222	0	***.*
Rendezvous	4,960	5,973	-20.2	4,960	5,973	-20.2
Total Buick	6,182	5,973	-0.5	6,182	5,973	-0.5
Escalade	2,218	1,796	18.7	2,218	1,796	18.7
Escalade ESV	787	380	99.1	787	380	99.1
Escalade EXT	722	661	5.0	722	661	5.0
SRX	1,507	0	***.*	1,507	0	***.*

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Total Cadillac	5,234	2,837	77.4	5,234	2,837	77.4

Astro	2,236	2,040	5.4	2,236	2,040	5.4
C/K Suburban(Chevy)	8,373	6,110	31.8	8,373	6,110	31.8
Chevy C/T Series	16	97	-84.1	16	97	-84.1
Chevy W Series	128	131	-6.0	128	131	-6.0
Colorado	3,016	0	***.*	3,016	0	***.*
Express Cutaway/G Cut	1,050	942	7.2	1,050	942	7.2
Express Panel/G Van	4,469	3,457	24.3	4,469	3,457	24.3
Express/G Sportvan	888	819	4.3	888	819	4.3
Kodiak 4/5 Series	398	335	14.2	398	335	14.2
Kodiak 6/7/8 Series	186	105	70.3	186	105	70.3
S/T Blazer	3,212	3,900	-20.8	3,212	3,900	-20.8
S/T Pickup	1,832	9,823	-82.1	1,832	9,823	-82.1
Tahoe	13,395	8,598	49.8	13,395	8,598	49.8
Tracker	3,065	2,388	23.4	3,065	2,388	23.4
TrailBlazer	20,274	15,663	24.5	20,274	15,663	24.5
Venture	2,808	4,447	-39.3	2,808	4,447	-39.3
.....						
Avalanche	6,075	3,529	65.5	6,075	3,529	65.5
Silverado-C/K Pickup	40,966	36,088	9.2	40,966	36,088	9.2
Chevrolet Fullsize Pickups	47,041	39,617	14.2	47,041	39,617	14.2
.....						
Chevrolet Total	112,387	98,472	9.7	112,387	98,472	9.7

Canyon	775	0	***.*	775	0	***.*
Envoy	10,004	6,985	37.7	10,004	6,985	37.7
GMC C/T Series	36	159	-78.2	36	159	-78.2
GMC W Series	268	221	16.6	268	221	16.6
S/T Jimmy	0	7	***.*	0	7	***.*
Safari (GMC)	518	833	-40.2	518	833	-40.2
Savana Panel/G Classic	1,367	961	36.8	1,367	961	36.8
Savana Special/G Cut	1,587	432	253.2	1,587	432	253.2
Savana/Rally	156	132	13.6	156	132	13.6
Sierra	12,063	9,947	16.6	12,063	9,947	16.6
Sonoma	604	2,182	-73.4	604	2,182	-73.4
Topkick 4/5 Series	445	138	210.1	445	138	210.1
Topkick 6/7/8 Series	323	107	190.3	323	107	190.3
Yukon	6,532	3,555	76.7	6,532	3,555	76.7
Yukon XL	4,224	2,548	59.4	4,224	2,548	59.4
GMC Total	38,902	28,207	32.6	38,902	28,207	32.6

HUMMER H1	30	47	-38.6	30	47	-38.6
HUMMER H2	1,897	2,810	-35.1	1,897	2,810	-35.1
HUMMER Total	1,927	2,857	-35.1	1,927	2,857	-35.1

Bravada	266	716	-64.3	266	716	-64.3
Silhouette	364	964	-63.7	364	964	-63.7
Oldsmobile Total	630	1,680	-63.9	630	1,680	-63.9

Other-Isuzu F Series	67	102	-36.8	67	102	-36.8
Other-Isuzu N Series	791	654	16.3	791	654	16.3
Other-Isuzu Total	858	756	9.1	858	756	9.1

Aztek	1,688	1,930	-15.9	1,688	1,930	-15.9
Montana	1,200	1,809	-36.2	1,200	1,809	-36.2
Pontiac Total	2,888	3,739	-25.7	2,888	3,739	-25.7

VUE	5,589	4,090	31.4	5,589	4,090	31.4
Saturn Total	5,589	4,090	31.4	5,589	4,090	31.4

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GM Total	174,597	148,611	13.0	174,597	148,611	13.0
GM TRUCK Deliveries by Production Source						
GM North America *	173,564	147,747	13.0	173,564	147,747	13.0
GM Import	1,033	864	15.0	1,033	864	15.0
GM Total	174,597	148,611	13.0	174,597	148,611	13.0
GM Light Duty Truck Deliveries by Production Source						
GM North America *	171,939	146,562	12.8	171,939	146,562	12.8
GM Import	0	0	***.*	0	0	***.*
GM Total	171,939	146,562	12.8	171,939	146,562	12.8

* Includes U.S./Canada/Mexico

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

	January			Calendar Year-to-Date January - January		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	26	25		26	25	

GM TRUCK Deliveries by Production Source and Marketing Division						
Buick Total	6,182	5,973	-0.5	6,182	5,973	-0.5
Cadillac Total	5,234	2,837	77.4	5,234	2,837	77.4
Chevrolet Total	112,309	98,380	9.8	112,309	98,380	9.8
GMC Total	38,676	28,042	32.6	38,676	28,042	32.6
HUMMER Total	1,927	2,857	-35.1	1,927	2,857	-35.1
Oldsmobile Total	630	1,680	-63.9	630	1,680	-63.9
Other-Isuzu Total	129	149	-16.8	129	149	-16.8
Pontiac Total	2,888	3,739	-25.7	2,888	3,739	-25.7
Saturn Total	5,589	4,090	31.4	5,589	4,090	31.4
GM North America Total*	173,564	147,747	13.0	173,564	147,747	13.0
Chevrolet Total	78	92	-18.5	78	92	-18.5
GMC Total	226	165	31.7	226	165	31.7
Other-Isuzu Total	729	607	15.5	729	607	15.5
GM Import Total	1,033	864	15.0	1,033	864	15.0

GM Light Truck Deliveries by Production Source and Marketing Division						
Buick Total	6,182	5,973	-0.5	6,182	5,973	-0.5
Cadillac Total	5,234	2,837	77.4	5,234	2,837	77.4
Chevrolet Total	111,659	97,804	9.8	111,659	97,804	9.8
GMC Total	37,830	27,582	31.9	37,830	27,582	31.9
HUMMER Total	1,927	2,857	-35.1	1,927	2,857	-35.1

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Oldsmobile Total	630	1,680	-63.9	630	1,680	-63.9
Pontiac Total	2,888	3,739	-25.7	2,888	3,739	-25.7
Saturn Total	5,589	4,090	31.4	5,589	4,090	31.4
GM North America Total*	171,939	146,562	12.8	171,939	146,562	12.8

GM Light Truck Deliveries by Marketing Division

Buick Total	6,182	5,973	-0.5	6,182	5,973	-0.5
Cadillac Total	5,234	2,837	77.4	5,234	2,837	77.4
Chevrolet Total	111,659	97,804	9.8	111,659	97,804	9.8
GMC Total	37,830	27,582	31.9	37,830	27,582	31.9
HUMMER Total	1,927	2,857	-35.1	1,927	2,857	-35.1
Oldsmobile Total	630	1,680	-63.9	630	1,680	-63.9
Pontiac Total	2,888	3,739	-25.7	2,888	3,739	-25.7
Saturn Total	5,589	4,090	31.4	5,589	4,090	31.4
GM Total	171,939	146,562	12.8	171,939	146,562	12.8

* Includes US/Canada/Mexico

GM Production Schedule - 01/05/04

Units 000s	GMNA						Total Worldwide	Memo: JV1	
	Carl	Truck1	Total	GME2	GMLAAM	GMAP		Car	Truck
2004 Q1 #	533	817	1,350	468	157	116	2,091	19	25
O/(U) prior forecast:@	0	0	0	(2)	(12)	(6)	(20)	0	0

Units 000s	GMNA						Total Worldwide	Memo: JV1	
	Car	Truck	Total	GME	GMLAAM	GMAP		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
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	19	25
CY	2,457	3,182	5,639	1,770	561	307	8,277	65	73

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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
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CY	2,185	3,274	5,459	1,818	547	420	8,244	75	83
2004									
1st Qtr. #	533	817	1,350	468	157	116	2,091	19	25

@ 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.

Date: February 3, 2004

GENERAL MOTORS CORPORATION
 (Registrant)
 By: /s/PETER R. BIBLE.

 (Peter R. Bible,
 Chief Accounting Officer)