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GENERAL MOTORS CORP  
Form 8-K  
May 01, 2001

SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549-1004

FORM 8-K  
CURRENT REPORT PURSUANT TO SECTION 13 OF  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report  
(Date of earliest event reported) May 1, 2001  
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GENERAL MOTORS CORPORATION  
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(Exact name of registrant as specified in its charter)

STATE OF DELAWARE ----- (State or other jurisdiction of incorporation)	1-143 ----- (Commission File Number)	38-0572515 ----- (I.R.S. Employer Identification No.)
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300 Renaissance Center, Detroit, Michigan ----- (Address of principal executive offices)	48265-3000 ----- (Zip Code)
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Registrant's telephone number, including area code (313) 556-5000  
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ITEM 5. OTHER ITEMS

On May 1, 2001, General Motors Corporation (GM) issued a news release announcing

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April sales and production, as well as second quarter 2001 production estimates. The release is as follows:

GM April Sales Down 16% as Industry Tapers from Year-ago Record Sales Rate  
o April Car Sales Down 15%; April Truck Sales Down 16%

GM Announces April Production Results; Second Quarter Forecast Rises

DETROIT -- General Motors dealers sold 359,499 new cars and trucks in April in the United States, down 16 percent from April 2000. GM car sales decreased 15 percent to 181,228 units and truck sales decreased 16 percent to 178,271 units.

"As expected, we're experiencing moderation in consumer demand and April industry sales were softer than originally forecast. We remain cautiously optimistic about vehicle sales throughout the remainder of the year and we still expect a soft landing," said Bill Lovejoy, group vice president of North America Vehicle Sales, Service and Marketing. "With the spring introduction of key new vehicles into the marketplace, our dealers are well equipped with a strong product lineup to help sustain our performance in tougher market conditions."

CYTD & April Strengths  
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GM continued its strength in utility sales in the CYTD-April period, with full-size utilities again posting the highest gains in the GM lineup. In fact, GM reported a 12 percent increase in the highly competitive full-size utility segment during the period. The Chevrolet Tahoe and Suburban, and the GMC Yukon all posted individual CYTD records.

Other notable strengths for GM include the Chevrolet Impala, which posted record April sales and has been on a record pace throughout the year.

April Sales Records  
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- o Chevrolet Impala
- o Saturn L-Series
- o GM Full-size Utilities
- o GMC Yukon
- o GMC Yukon XL
- o Cadillac Escalade

CYTD Records  
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- o Chevrolet Impala
- o Saturn L-Series
- o GMC Yukon
- o GM Utilities
- o GM Full-size Utilities
- o Chevrolet Suburban
- o Chevrolet Tahoe
- o Chevrolet Tracker
- o Saturn

GM Announces April Production Totals, Increase in 2nd Quarter 2001 Estimate  
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In April, GM produced 405,000 vehicles (197,000 cars and 208,000 trucks) in North America, down from 470,000 vehicles (235,000 cars and 235,000 trucks) produced in April 2000. (Production totals include joint venture production of 8,000 vehicles in April 2001 and 13,000 vehicles in April 2000.)

GM announced its second-quarter North American production estimate (including joint ventures) will increase to 1.332 million vehicles (618,000 cars and 714,000 trucks), from the previous estimate of 1.3 million vehicles (582,000 cars and 718,000 trucks). The revised estimate is a 15 percent decline from the second quarter 2000 when we made 1,568,000 vehicles (787,000 cars and 781,000 trucks).

Additionally, GM announced the following second-quarter 2001 production

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estimates for its international regions:

- o GM Europe - The second-quarter estimate is 504,000 vehicles, down from the previous estimate of 516,000 vehicles.
- o GM Asia Pacific - The second-quarter estimate is unchanged at 65,000 vehicles.
- o GM Latin America, Africa and the Middle East - The second-quarter estimate is 169,000 vehicles, up from the previous estimate of 167,000 vehicles.

Note: GM sales and production results are available on GM Media Online at <http://media.gm.com> by clicking on the Sales/Production icon.

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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 judgement on what the future may hold, and we believe these judgements 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.

# # #

2-1P  
GM Car Deliveries - (United States)  
April 2001

	(1) April		Calendar Year-to-Date January - April			
	2001	2000	%Chg per S/D	2001	2000	%Chg
Selling Days (S/D)	25	25				
Century	9,341	11,459	-18.5	39,433	51,199	-23.0
LeSabre	7,341	10,113	-27.4	41,711	43,535	-4.2
Park Avenue	2,517	3,069	-18.0	11,046	15,477	-28.6
Regal	3,549	5,035	-29.5	16,726	22,476	-25.6
Riviera	0	2	***.*	2	34	-94.1
Buick Total	22,748	29,678	-23.4	108,918	132,721	-17.9
Catera	1,151	845	36.2	3,179	3,918	-18.9
DeVille	5,663	9,643	-41.3	29,610	40,588	-27.0
Eldorado	600	742	-19.1	2,501	3,802	-34.2
Seville	1,672	2,008	-16.7	6,945	9,074	-23.5
Cadillac Total	9,086	13,238	-31.4	42,235	57,382	-26.4
Camaro	3,189	4,219	-24.4	10,862	14,448	-24.8
Cavalier	23,509	16,631	41.4	88,187	75,511	16.8

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Corvette	2,713	3,018	-10.1	10,654	11,086	-3.9
Impala (W)	15,611	15,176	2.9	68,271	58,980	15.8
Lumina	4,267	3,807	12.1	17,057	15,121	12.8
Malibu	15,681	18,216	-13.9	63,490	73,528	-13.7
Metro	543	4,084	-86.7	6,397	15,598	-59.0
Monte Carlo	5,235	6,544	-20.0	23,578	26,217	-10.1
Prizm	5,665	4,431	27.8	19,928	18,941	5.2
Chevrolet Total	76,413	76,126	0.4	308,424	309,430	-0.3
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Alero	6,923	12,182	-43.2	45,555	46,983	-3.0
Aurora	2,082	2,023	2.9	11,296	5,083	122.2
Cutlass	1	118	-99.2	12	907	-98.7
Cutlass Supreme	0	0	***.*	0	0	***.*
Eighty Eight	1	40	-97.5	2	386	-99.5
Intrigue	2,709	4,306	-37.1	14,983	21,567	-30.5
Oldsmobile Total	11,716	18,669	-37.2	71,848	74,926	-4.1
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Bonneville	3,070	5,031	-39.0	15,562	19,771	-21.3
Firebird	2,227	2,939	-24.2	8,026	10,950	-26.7
Grand Am	12,776	18,325	-30.3	62,937	73,237	-14.1
Grand Prix	9,093	13,421	-32.2	36,343	51,793	-29.8
Sunfire	8,401	7,776	8.0	30,790	28,149	9.4
Pontiac Total	35,567	47,492	-25.1	153,658	183,900	-16.4
-----						
900	0	15	***.*	0	37	***.*
9000	0	3	***.*	0	16	***.*
9-3	1,600	1,985	-19.4	6,128	5,928	3.4
9-5	1,014	1,316	-22.9	4,323	4,111	5.2
Saab Total	2,614	3,319	-21.2	10,451	10,092	3.6
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Saturn EV1	0	11	***.*	0	172	***.*
Saturn L Series	7,852	7,169	9.5	32,483	26,067	24.6
Saturn S Series	15,232	17,817	-14.5	56,834	62,618	-9.2
Saturn Total	23,084	24,997	-7.7	89,317	88,857	0.5
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GM Total	181,228	213,519	-15.1	784,851	857,308	-8.5

GM Car Deliveries by Production Source

GM North America *	177,463	209,355	-15.2	771,221	843,298	-8.5
GM Import	3,765	4,164	-9.6	13,630	14,010	-2.7
GM Total	181,228	213,519	-15.1	784,851	857,308	-8.5

\* Includes U.S./Canada/Mexico

(1) Determines Sort Order

2-1P

GM Car Deliveries - (United States)  
April 2001

(1)	April		Calendar Year-to-Date January - April			
	2001	2000	%Chg per S/D	2001	2000	%Chg
Selling Days (S/D)	25	25				

GM Car Deliveries by Production Source and Marketing Division

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Buick Total	22,748	29,678	-23.4	108,918	132,721	-17.9
Cadillac Total	7,935	12,393	-36.0	39,056	53,464	-26.9
Chevrolet Total	76,413	76,126	0.4	308,424	309,430	-0.3
Oldsmobile Total	11,716	18,669	-37.2	71,848	74,926	-4.1
Pontiac Total	35,567	47,492	-25.1	153,658	183,900	-16.4
Saturn Total	23,084	24,997	-7.7	89,317	88,857	0.5
GM North America Total*	77,463	209,355	-15.2	771,221	843,298	-8.5
Cadillac Total	1,151	845	36.2	3,179	3,918	-18.9
Saab Total	2,614	3,319	-21.2	10,451	10,092	3.6
GM Import Total	3,765	4,164	-9.6	13,630	14,010	-2.7

GM Vehicle Deliveries by Marketing Division

Buick Total	22,784	29,678	-23.2	108,954	132,721	-17.9
Cadillac Total	11,682	15,134	-22.8	49,887	66,656	-25.2
Chevrolet Total	201,523	228,229	-11.7	855,503	914,623	-6.5
GMC Total	39,358	47,514	-17.2	164,060	186,607	-12.1
Hummer Total	65	131	-50.4	292	413	-29.3
Oldsmobile Total	15,311	24,054	-36.3	91,865	100,822	-8.9
Other-Isuzu Total	1,365	0	***.*	5,355	0	***.*
Pontiac Total	41,713	53,562	-22.1	179,450	209,018	-14.1
Saab Total	2,614	3,319	-21.2	10,451	10,092	3.6
Saturn Total	23,084	24,997	-7.7	89,317	88,857	0.5
GM Total	359,499	426,618	-15.7	1,555,131	1,709,809	-9.0

\* Includes US/Canada/Mexico  
(1) Determines Sort Order

3-1P  
GM Truck Deliveries - (United States)  
April 2001

	(1) April		%Chg per S/D	Calendar Year-to-Date January - April		
	2001	2000		2001	2000	% Chg
Selling Days (S/D)	25	25				
Rendezvous	36	0	***.*	36	0	***.*
Buick Total	36	0	***.*	36	0	***.*
Escalade	2,596	1,896	36.9	7,652	9,274	-17.5
Cadillac Total	2,596	1,896	36.9	7,652	9,274	-17.5
Astro	5,873	10,067	-41.7	22,191	36,417	-39.1
C/K Suburban (Chev)	10,043	10,428	-3.7	45,549	45,298	0.6
Chevy C/T Series	517	849	-39.1	2,104	3,117	-32.5
Chevy P Models & Mtr Hms	3	55	-94.5	27	380	-92.9
Chevy W Series	143	184	-22.3	674	682	-1.2
Express Cutaway/G Cut	1,195	1,802	-33.7	4,485	7,320	-38.7
Express Panel/G Van	5,142	6,265	-17.9	21,598	25,751	-16.1
Express/G Sportvan	1,605	1,278	25.6	5,205	4,833	7.7
S/T Blazer	12,016	18,376	-34.6	68,139	81,561	-16.5
S/T Pickup	12,908	17,838	-27.6	50,570	74,046	-31.7
Silverado-C/K Pickup	51,069	57,490	-11.2	221,663	225,238	-1.6

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Tahoe	13,212	13,624	-3.0	59,560	46,039	29.4
Tracker	4,242	3,496	21.3	17,749	16,708	6.2
TrailBlazer	355	0	***.*	1,447	0	***.*
Venture	6,787	10,351	-34.4	26,118	37,803	-30.9
Chevrolet Total	125,110	152,103	-17.7	547,079	605,193	-9.6

C/K Suburban(GMC)	4	349	-98.9	25	4,078	-99.4
Envoy	430	0	***.*	2,197	0	***.*
GMC C/T Series	870	2,540	-65.7	4,037	8,679	-53.5
GMC W Series	368	323	13.9	1,525	1,640	-7.0
P Models & Mtr Hms(GMC)	1	22	-95.5	10	226	-95.6
S/T Jimmy	2,876	6,121	-53.0	19,686	27,445	-28.3
Safari (GMC)	2,059	2,564	-19.7	7,799	12,491	-37.6
Savana Panel/G Classic	2,249	3,367	-33.2	9,193	9,947	-7.6
Savana Special/G Cut	1,243	734	69.3	3,028	3,424	-11.6
Savana/Rally	198	330	-40.0	718	1,241	-42.1
Sierra	14,475	17,765	-18.5	60,787	67,019	-9.3
Sonoma	4,067	3,747	8.5	12,406	16,503	-24.8
Yukon	5821	5,539	5.1	23,384	18,761	24.6
Yukon XL	4,697	4,113	14.2	19,265	15,153	27.1
GMC Total	39,358	47,514	-17.2	164,060	186,607	-12.1

Hummer H1	65	131	-50.4	292	413	-29.3
Hummer Total	65	131	-50.4	292	413	-29.3

Bravada	866	1,873	-53.8	6,975	10,954	-36.3
Silhouette	2,729	3,512	-22.3	13,042	14,942	-12.7
Oldsmobile Total	3,595	5,385	-33.2	20,017	25,896	-22.7

Other-Isuzu F Series	200	0	***.*	752	0	***.*
Other-Isuzu N Series	1,165	0	***.*	4,603	0	***.*
Other-Isuzu Total	1,365	0	***.*	5,355	0	***.*

Aztek	2,394	0	***.*	11,052	0	***.*
Montana	3,752	6,066	-38.1	14,740	25,095	-41.3
Trans Sport	0	4	***.*	0	23	***.*
Pontiac Total	6,146	6,070	1.3	25,792	25,118	2.7

GM Total	178,271	213,099	-16.3	770,283	852,501	-9.6
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GM TRUCK Deliveries by Production Source

GM North America *	176,990	212,765	-16.8	765,068	850,904	-10.1
GM Import	1,281	334	283.5	5,215	1,597	226.5
GM Total	178,271	213,099	-16.3	770,283	852,501	-9.6

GM Light Duty Truck Deliveries by Production Source

GM North America *	175,004	209,126	-16.3	756,551	837,777	-9.7
GM Import	0	0	***.*	0	0	***.*
GM Total	175,004	209,126	-16.3	756,551	837,777	-9.7

\* Includes U.S./Canada/Mexico

(1) Determines Sort Order

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GM Truck Deliveries - (United States)  
April 2001

(1)	April		Calendar Year-to-Date January - April			
	2001	2000	%Chg per S/D	2001	2000	% Chg
Selling Days (S/D)	25	25				

GM TRUCK Deliveries by Production Source and Marketing Division

Buick Total	36	0	***.*	36	0	***.*
Cadillac Total	2,596	1,896	36.9	7,652	9,274	-17.5
Chevrolet Total	125,008	151,978	-17.7	546,628	604,731	-9.6
GMC Total	39,182	47,305	-17.2	163,262	185,472	-12.0
Hummer Total	65	131	-50.4	292	413	-29.3
Oldsmobile Total	3,595	5,385	-33.2	20,017	25,896	-22.7
Other-Isuzu Total	362	0	***.*	1,389	0	***.*
Pontiac Total	6,146	6,070	1.3	25,792	25,118	2.7
GM North American Total*	176,990	212,765	-16.8	765,068	850,904	-10.1
Chevrolet Total	102	125	-18.4	451	462	-2.4
GMC Total	176	209	-15.8	798	1,135	-29.7
Other-Isuzu Total	1,003	0	***.*	3,966	0	***.*
GM Import Total	1,281	334	283.5	5,215	1,597	226.5

GM Light Truck Deliveries by Production Source and Marketing Division

Buick Total	36	0	***.*	36	0	***.*
Cadillac Total	2,596	1,896	36.9	7,652	9,274	-17.5
Chevrolet Total	124,447	151,015	-17.6	544,274	601,014	-9.4
GMC Total	38,119	44,629	-14.6	158,488	176,062	-10.0
Hummer Total	65	131	-50.4	292	413	-29.3
Oldsmobile Total	3,595	5,385	-33.2	20,017	25,896	-22.7
Pontiac Total	6,146	6,070	1.3	25,792	25,118	2.7
GM North American Total*	175,004	209,126	-16.3	756,551	837,777	-9.7

GM Light Truck Deliveries by Marketing Division

Buick Total	36	0	***.*	36	0	***.*
Cadillac Total	2,596	1,896	36.9	7,652	9,274	-17.5
Chevrolet Total	124,447	151,015	-17.6	544,274	601,014	-9.4
GMC Total	38,119	44,629	-14.6	158,488	176,062	-10.0
Hummer Total	65	131	-50.4	292	413	-29.3
Oldsmobile Total	3,595	5,385	-33.2	20,017	25,896	-22.7
Pontiac Total	6,146	6,070	1.3	25,792	25,118	2.7
GM Total	175,004	209,126	-16.3	756,551	837,777	-9.7

\* Includes US/Canada/Mexico

(1) Determines Sort Order

Detroit - General Motors dealers in the United States today reported the

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following vehicle sales:

	April			Calendar Year-to-Date January - April		
	2001	2000	% Chg per S/D	2001	2000	% Chg
Curr S/D: 25						
Prev S/D: 25						
Vehicle Total	359,499	426,618	-15.7	1,555,134	1,709,809	-9.0
Car Total	181,228	213,519	-15.1	784,851	857,308	-8.5
Truck Total	178,271	213,099	-16.3	770,283	852,501	-9.6
Light Truck Total	175,004	209,126	-16.3	756,551	837,777	-9.7
Light Vehicle Total	356,232	422,645	-15.7	1,541,402	1,695,085	-9.1

Market Division Vehicle Total	April			Calendar Year-to-Date January - April		
	2001	2000	% Chg per S/D	2001	2000	% Chg
Buick	22,784	29,678	-23.2	108,954	132,721	-17.9
Cadillac	11,682	15,134	-22.8	49,887	66,656	-25.2
Chevrolet	201,523	228,229	-11.7	855,503	914,623	-6.5
GMC	39,358	47,514	-17.2	164,060	186,607	-12.1
Hummer	65	131	-50.4	292	413	-29.3
Oldsmobile	15,311	24,054	-36.3	91,865	100,822	-8.9
Other - Isuzu	1,365	0	***.*	5,355	0	***.*
Pontiac	41,713	53,562	-22.1	179,450	209,018	-14.1
Saab	2,614	3,319	-21.2	10,451	10,092	3.6
Saturn	23,084	24,997	-7.7	89,317	88,857	0.5

Sales of Domestically Produced Vehicles

Car	177,463	209,355	-15.2	771,221	843,298	-8.5
Light Truck	175,004	209,126	-16.3	756,551	837,777	-9.7

Percent change Per selling day calculation is the same as a standard percent change calculation with the exception of first dividing the units for each month by their respective selling days. Following is the formula:

((current month units/current month's selling days)/(prior month units/prior month's selling days)) x 100-100

\* 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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Please Note: The Light sub-totals will be different than reported the prior year due to the implementation of 2001 Segmentaqtion, which moved some Light Trucks to Medium.

# # # #

SIGNATURE

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

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May 1, 2001

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By

/s/Peter R. Bible

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(Peter R. Bible,  
Chief Accounting Officer)