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GENERAL MOTORS CORP
Form 8-K
April 01, 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) April 1, 2004

GENERAL MOTORS CORPORATION

(Exact Name of Registrant as Specified in its Charter)

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

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

ITEM 5. OTHER EVENTS

On April 1, 2004, General Motors Corporation (GM) issued a news release announcing March 2004 sales. The release is as follows:

GM Reports March Sales of 414,949, Up 6 Percent
Industry-Leading Truck Sales Up 7.5 Percent in First Quarter
Cadillac Continues Its Momentum With Best-Ever CTS Sales

DETROIT - General Motors dealers sold 414,949 new cars and trucks in March, up 6 percent compared to March 2003. GM's truck sales (235,521) were up 4 percent and car sales (179,428) were up 9 percent. Total first-quarter sales (1,067,116) were up 5 percent. Truck sales in the first quarter (606,224) improved 7.5 percent, and car sales (460,892) gained 1.5 percent.

"Sales momentum continued to build for GM in March, with double-digit increases at Cadillac, Chevrolet, GMC, Pontiac and Buick," said John Smith, group vice president, GM North America Vehicle Sales, Service and Marketing. "Our industry-leading truck portfolio produced a 7.5 percent sales gain in the first quarter, and we expect further growth this year with the addition of new products like the Chevrolet Colorado and Equinox, Cadillac SRX, GMC Envoy XUV and Canyon. Additionally, all of our launch vehicles experienced their best sales so far this year."

GM Truck Sales

GM's industry-leading truck lineup had a 4 percent sales improvement compared to year-ago levels and a 7.5 percent increase in the first quarter. GM continues to establish full-size pickup industry benchmarks and is on track to sell 1 million units in 2004. GM led the industry in full-size pickup truck sales in March (82,673), a 4 percent increase for the month and an 8.5 percent improvement for the first quarter (210,456). Chevrolet full-size pickup deliveries (65,163) were up 3 percent compared to March 2003, and GMC Sierra sales (17,510) improved 10 percent.

Sales of sport utility vehicles (104,594) were up 5 percent in March, setting a new monthly record. GM utility sales in the first quarter (285,661) improved 14 percent. Mid-size utilities had brisk sales in March, with 47,883 deliveries, a 14 percent increase and 130,689 sales for the first quarter, a 9 percent gain. Sales of large utilities in March (35,878) were 4 percent above year-ago levels and up 26 percent for the first quarter (101,842).

GM Car Sales

GM's car sales increased by 9 percent in March compared to last year. Deliveries of GM mid-size cars were up 18 percent (104,726). Pontiac Grand Prix had 14,607 deliveries, an 87 percent increase, and Grand Am sales (14,434) were up 30 percent. Chevrolet Impala had 30,175 deliveries, a 37 percent improvement over last year's sales performance. GM's key launch vehicles showed increasing sales momentum including the Chevrolet Malibu (12,997), which had a 36 percent

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improvement over last month, and Aveo (3,477) with a 13 percent increase.

Divisional Highlights

Chevrolet - Total Chevrolet sales in March (233,412) were up 10 percent. Chevrolet continued its leadership in the mid-size car segment, with a 40 percent increase in sales compared to year-ago levels. Overall, Chevrolet car sales (83,250) improved 32.5 percent, paced by monthly record sales of Impala, which gained 37 percent and increasing momentum of Malibu and Aveo sales. First-quarter sales of TrailBlazer (61,675) were up 12 percent, and Tahoe (42,411) deliveries increased 24 percent.

Cadillac - Cadillac sales (19,431) rose 16 percent in March, providing its best March sales performance since 1990. Truck sales (7,772) were up 73 percent, led by record sales of the Escalade portfolio (4,923), up 10 percent from year-ago levels and increasing sales of the SRX (2,849), up 15 percent over February. CTS continued its record-breaking sales performance for Cadillac cars with best-ever monthly deliveries (6,057), a 32 percent improvement over last year and record first-quarter sales (14,173), up 29 percent.

GMC - GMC sales in March (50,094) gained 15.5 percent over last year and 21 percent in the first quarter (130,463). Envoy sales (11,656) were up 24.5 percent in March and 21 percent in the first quarter (30,924). Yukon had record deliveries in March (7,087), a 19 percent increase, and record first-quarter deliveries (20,456), up 46 percent. Yukon XL first-quarter sales (13,219) gained 27 percent.

Pontiac - Total Pontiac sales (47,990) increased 25 percent from year-ago levels. Car deliveries (42,055) improved 30 percent. Grand Prix sales were up 87 percent in March, with 14,607 deliveries and 57 percent in the first quarter (38,612). Grand Am sales (14,434) increased 30 percent in March and 11.5 percent in the first quarter (37,246).

HUMMER - HUMMER sales were 2,334. H2 deliveries were 2,300, reflecting a sales increase over February.

Buick - Buick sales were up 18 percent in March (29,490). LeSabre deliveries were 9,526, an 18 percent improvement over last year. Truck sales (8,202) were up 68 percent. Rendezvous sales (6,072) gained 24 percent, setting a new March sales record. Rainier had its highest number of deliveries to date (2,130).

Certified Used Vehicles

March sales for all GM certified used vehicle brands - including GM Certified Used Vehicles, Cadillac, Saturn and Saab - were 44,734 units, up nearly 15 percent from 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, led the way with record March sales of 37,724 units, a 17 percent increase over March 2003 and the strongest single-month sales performance in the history of the certified pre-owned segment. GM Certified Used Vehicles also set a new category record for quarterly sales, with sales of 109,450 units in the first quarter of 2004.

GM Certified Used Vehicles also reached an important milestone in March, selling its one-millionth unit.

Cadillac Certified Pre-Owned Vehicles posted sales of 2,979 units in March, up 10 percent from March 2003; Used Cars from Saturn sold 3,285 units, comparable to year-ago figures; and Saab Certified Pre-Owned Vehicles sold 746 units, up 6 percent.

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"With the sale of its one-millionth vehicle, as well as new one-month and quarterly sales records for the certified pre-owned industry segment, GM Certified Used Vehicles continues to grow its position as America's top-selling certified brand," Smith said.

GM North America Announces March and 2004 First-Quarter Production Results; 2004 Second-Quarter Production Forecast Remains Unchanged At 1.38 Million Units

In March, GM North America produced 530,100 vehicles (206,500 cars and 323,600 trucks) in North America, compared to 488,500 vehicles (183,400 cars and 305,100 trucks) produced in March 2003. Production totals include joint venture production of 18,000 vehicles in March 2004 and 14,000 vehicles in March 2003.

Also, GM North America built 1.345 million vehicles (524,000 cars and 821,000 trucks) in the first quarter of 2004. In the first quarter of 2003, GM North America produced 1.451 million vehicles (591,100 cars and 860,000 trucks).

In addition, GM North America's current 2004 second-quarter production forecast remains unchanged at 1.38 million vehicles (539,000 cars and 841,000 trucks). In the second quarter of 2003, GM North America built 1.381 million vehicles (544,000 cars and 837,000 trucks).

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

GM Europe - The region's current 2004 first-quarter production forecast is unchanged at 463,000 vehicles. The region's current 2004 second-quarter production forecast is 506,000 vehicles, down 4,000 vehicles compared to last month's guidance of 510,000 vehicles. GM Europe built 488,000 units in the second quarter of 2003.

GM Asia Pacific - The region's current 2004 first-quarter production forecast remains unchanged at 116,000 vehicles. GM Asia Pacific's current second-quarter forecast is 149,000 vehicles, up 3,000 vehicles from last month's initial forecast of 146,000 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 2004 first-quarter production forecast remains unchanged at 160,000 vehicles. The region's current second-quarter production forecast is 167,000 vehicles, down 6,000 vehicles from last month's initial forecast of 173,000 vehicles. The region built 128,000 vehicles in the second quarter of 2003.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs about 325,000 people globally in its core automotive business and subsidiaries. Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries, and its vehicles are sold in 192 countries. In 2003, GM sold nearly 8.6 million cars and trucks, about 15 percent of the global vehicle market. GM's global headquarters is at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's consumer website at www.gm.com.

Note: GM sales and production results are available on GM Media OnLine at <http://media.gm.com> by clicking on News, then Sales/Production. In this press release and related comments by General Motors management, our use of the words "expect," "anticipate," "estimate," "forecast," "objective," "plan," "goal" and similar expressions is intended to identify forward looking statements. While these statements represent our current judgment on what the future may hold, and we believe these judgments are reasonable, actual results may differ materially due to numerous important factors that are described in GM's most recent report on SEC Form 10-K (at page II-20) which may be revised or supplemented in

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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:

| | March | | | Calendar Year-to-Date January - March | | |
|---------------------|---------|---------|------------------|--|-----------|------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Curr S/D: 26 | | | | | | |
| Prev S/D: 26 | | | | | | |
| Vehicle Total | 414,949 | 391,752 | 5.9 | 1,067,116 | 1,018,410 | 4.8 |
| Car Total | 179,428 | 165,166 | 8.6 | 460,892 | 454,259 | 1.5 |
| Truck Total | 235,521 | 226,586 | 3.9 | 606,224 | 564,151 | 7.5 |
| Light Truck Total | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |
| Light Vehicle Total | 410,918 | 387,786 | 6.0 | 1,057,151 | 1,009,990 | 4.7 |

| Market Division Vehicle Total | March | | | Calendar Year-to-Date January - March | | |
|----------------------------------|---------|---------|------------------|--|---------|-------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Buick | 29,490 | 24,900 | 18.4 | 78,012 | 83,289 | -6.3 |
| Cadillac | 19,431 | 16,706 | 16.3 | 51,175 | 46,260 | 10.6 |
| Chevrolet | 233,412 | 211,898 | 10.2 | 600,843 | 543,390 | 10.6 |
| GMC | 50,094 | 43,362 | 15.5 | 130,463 | 108,029 | 20.8 |
| HUMMER | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |
| Oldsmobile | 6,652 | 13,150 | -49.4 | 17,031 | 33,411 | -49.0 |
| Other - Isuzu | 1,064 | 1,259 | -15.5 | 2,861 | 2,856 | 0.2 |
| Pontiac | 47,990 | 38,501 | 24.6 | 120,358 | 107,033 | 12.4 |
| Saab | 3,702 | 4,736 | -21.8 | 8,050 | 10,885 | -26.0 |
| Saturn | 20,780 | 34,171 | -39.2 | 51,921 | 74,618 | -30.4 |

Sales of Domestically Produced Vehicles

| | | | | | | |
|-------------|---------|---------|-----|---------|---------|-----|
| Car | 171,530 | 160,428 | 6.9 | 443,158 | 443,369 | 0.0 |
| Light Truck | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |

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Twenty-six selling days for the March 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) March 2004

| | March | | | Calendar Year-to-Date January - March | | |
|---------------------|--------|--------|-----------------|--|---------|-------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 26 | 26 | | | | |
| Century | 6,817 | 8,001 | -14.8 | 18,527 | 31,829 | -41.8 |
| LeSabre | 9,526 | 8,048 | 18.4 | 26,555 | 22,285 | 19.2 |
| Park Avenue | 2,123 | 2,073 | 2.4 | 5,280 | 6,143 | -14.0 |
| Regal | 2,822 | 1,890 | 49.3 | 5,174 | 5,373 | -3.7 |
| Buick Total | 21,288 | 20,012 | 6.4 | 55,536 | 65,630 | -15.4 |
| Catera | 0 | 2 | ***.* | 0 | 5 | ***.* |
| CTS | 6,057 | 4,588 | 32.0 | 14,173 | 10,956 | 29.4 |
| DeVille | 4,765 | 5,868 | -18.8 | 15,357 | 17,430 | -11.9 |
| Eldorado | 1 | 38 | -97.4 | 1 | 145 | -99.3 |
| Seville | 466 | 1,722 | -72.9 | 1,329 | 6,548 | -79.7 |
| XLR | 370 | 0 | ***.* | 917 | 0 | ***.* |
| Cadillac Total | 11,659 | 12,218 | -4.6 | 31,777 | 35,084 | -9.4 |
| Aveo | 3,477 | 0 | ***.* | 7,883 | 0 | ***.* |
| Camaro | 10 | 208 | -95.2 | 19 | 575 | -96.7 |
| Cavalier | 17,128 | 18,041 | -5.1 | 50,061 | 52,224 | -4.1 |
| Classic | 10,120 | 0 | ***.* | 29,012 | 0 | ***.* |
| Corvette | 3,033 | 2,792 | 8.6 | 8,401 | 5,984 | 40.4 |
| Impala | 30,175 | 21,962 | 37.4 | 72,624 | 58,785 | 23.5 |
| Lumina | 0 | 0 | ***.* | 0 | 0 | ***.* |
| Malibu | 12,997 | 14,634 | -11.2 | 28,989 | 38,732 | -25.2 |
| Metro | 0 | 0 | ***.* | 0 | 0 | ***.* |
| Monte Carlo | 5,223 | 5,192 | 0.6 | 13,880 | 14,560 | -4.7 |
| Prizm | 0 | 1 | ***.* | 1 | 4 | -75.0 |
| SSR | 1,087 | 0 | ***.* | 3,069 | 0 | ***.* |
| Chevrolet Total | 83,250 | 62,830 | 32.5 | 213,939 | 170,864 | 25.2 |
| Alero | 4,864 | 9,949 | -51.1 | 13,233 | 25,736 | -48.6 |
| Aurora | 21 | 423 | -95.0 | 104 | 1,069 | -90.3 |
| Intrigue | 4 | 133 | -97.0 | 13 | 358 | -96.4 |
| Oldsmobile Total | 4,889 | 10,505 | -53.5 | 13,350 | 27,163 | -50.9 |
| Bonneville | 2,329 | 2,745 | -15.2 | 7,306 | 5,925 | 23.3 |
| Firebird | 7 | 156 | -95.5 | 19 | 469 | -95.9 |
| Grand Am | 14,434 | 11,122 | 29.8 | 37,246 | 33,419 | 11.5 |
| Grand Prix | 14,607 | 7,807 | 87.1 | 38,612 | 24,572 | 57.1 |
| GTO | 719 | 0 | ***.* | 1,801 | 0 | ***.* |
| Sunfire | 4,155 | 2,718 | 52.9 | 9,177 | 8,241 | 11.4 |
| Vibe | 5,804 | 7,810 | -25.7 | 12,481 | 18,042 | -30.8 |

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| | | | | | | |
|--|---------|---------|-------|---------|---------|-------|
| Pontiac Total | 42,055 | 32,358 | 30.0 | 106,642 | 90,668 | 17.6 |
| 9-3 | 2,934 | 3,470 | -15.4 | 6,293 | 7,889 | -20.2 |
| 9-5 | 768 | 1,266 | -39.3 | 1,757 | 2,996 | -41.4 |
| Saab Total | 3,702 | 4,736 | -21.8 | 8,050 | 10,885 | -26.0 |
| ION | 9,922 | 13,057 | -24.0 | 25,105 | 25,783 | -2.6 |
| Saturn L Series | 2,663 | 8,314 | -68.0 | 6,493 | 22,863 | -71.6 |
| Saturn S Series | 0 | 1,136 | ***.* | 0 | 5,319 | ***.* |
| Saturn Total | 12,585 | 22,507 | -44.1 | 31,598 | 53,965 | -41.4 |
| GM Total | 179,428 | 165,166 | 8.6 | 460,892 | 454,259 | 1.5 |
| GM Car Deliveries by Production Source | | | | | | |
| GM North America * | 171,530 | 160,428 | 6.9 | 443,158 | 443,369 | 0.0 |
| GM Import | 7,898 | 4,738 | 66.7 | 17,734 | 10,890 | 62.8 |
| GM Total | 179,428 | 165,166 | 8.6 | 460,892 | 454,259 | 1.5 |

* Includes U.S./Canada/Mexico

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

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

GM Car Deliveries by Production Source and Marketing Division

| | | | | | | |
|------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 21,288 | 20,012 | 6.4 | 55,536 | 65,630 | -15.4 |
| Cadillac Total | 11,659 | 12,216 | -4.6 | 31,777 | 35,079 | -9.4 |
| Chevrolet Total | 79,773 | 62,830 | 27.0 | 206,056 | 170,864 | 20.6 |
| Oldsmobile Total | 4,889 | 10,505 | -53.5 | 13,350 | 27,163 | -50.9 |
| Pontiac Total | 41,336 | 32,358 | 27.7 | 104,841 | 90,668 | 15.6 |
| Saturn Total | 12,585 | 22,507 | -44.1 | 31,598 | 53,965 | -41.4 |
| GM North America Total | 171,530 | 160,428 | 6.9 | 443,158 | 443,369 | 0.0 |
| Cadillac Total | 0 | 2 | ***.* | 0 | 5 | ***.* |
| Chevrolet Total | 3,477 | 0 | ***.* | 7,883 | 0 | ***.* |
| Pontiac Total | 719 | 0 | ***.* | 1,801 | 0 | ***.* |
| Saab Total | 3,702 | 4,736 | -21.8 | 8,050 | 10,885 | -26.0 |
| GM Import Total | 7,898 | 4,738 | 66.7 | 17,734 | 10,890 | 62.8 |

GM Vehicle Deliveries by Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 29,490 | 24,900 | 18.4 | 78,012 | 83,289 | -6.3 |
| Cadillac Total | 19,431 | 16,706 | 16.3 | 51,175 | 46,260 | 10.6 |
| Chevrolet Total | 233,412 | 211,898 | 10.2 | 600,843 | 543,390 | 10.6 |
| GMC Total | 50,094 | 43,362 | 15.5 | 130,463 | 108,029 | 20.8 |
| HUMMER Total | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |
| Oldsmobile Total | 6,652 | 13,150 | -49.4 | 17,031 | 33,411 | -49.0 |

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| | | | | | | |
|-------------------|---------|---------|-------|-----------|-----------|-------|
| Other-Isuzu Total | 1,064 | 1,259 | -15.5 | 2,861 | 2,856 | 0.2 |
| Pontiac Total | 47,990 | 38,501 | 24.6 | 120,358 | 107,033 | 12.4 |
| Saab Total | 3,702 | 4,736 | -21.8 | 8,050 | 10,885 | -26.0 |
| Saturn Total | 20,780 | 34,171 | -39.2 | 51,921 | 74,618 | -30.4 |
| GM Total | 414,949 | 391,752 | 5.9 | 1,067,116 | 1,018,410 | 4.8 |

* Includes US/Canada/Mexico

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

| | March | | | Calendar Year-to-Date January - March | | |
|------------------------------|---------|---------|------------------|--|---------|-------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 26 | 26 | | | | |
| Rainier | 2,130 | 0 | ***.* | 5,432 | 0 | ***.* |
| Rendezvous | 6,072 | 4,888 | 24.2 | 17,044 | 17,659 | -3.5 |
| Total Buick | 8,202 | 4,888 | 67.8 | 22,476 | 17,659 | 27.3 |
| Escalade | 2,908 | 2,667 | 9.0 | 7,539 | 6,774 | 11.3 |
| Escalade ESV | 1,100 | 1,026 | 7.2 | 2,840 | 2,266 | 25.3 |
| Escalade EXT | 915 | 795 | 15.1 | 2,380 | 2,136 | 11.4 |
| SRX | 2,849 | 0 | ***.* | 6,639 | 0 | ***.* |
| Total Cadillac | 7,772 | 4,488 | 73.2 | 19,398 | 11,176 | 73.6 |
| Astro | 3,024 | 3,695 | -18.2 | 7,901 | 8,553 | -7.6 |
| C/K Suburban(Chevy) | 8,765 | 9,191 | -4.6 | 25,756 | 22,163 | 16.2 |
| Chevy C/T Series | 25 | 69 | -63.8 | 61 | 248 | -75.4 |
| Chevy W Series | 198 | 254 | -22.0 | 497 | 539 | -7.8 |
| Colorado | 8,574 | 0 | ***.* | 17,275 | 0 | ***.* |
| Equinox | 1,051 | 0 | ***.* | 1,051 | 0 | ***.* |
| Express Cutaway/G Cut | 1,776 | 1,498 | 18.6 | 4,076 | 3,688 | 10.5 |
| Express Panel/G Van | 6,395 | 5,265 | 21.5 | 16,327 | 12,821 | 27.3 |
| Express/G Sportvan | 1,222 | 1,605 | -23.9 | 3,181 | 3,538 | -10.1 |
| Kodiak 4/5 Series | 749 | 724 | 3.5 | 1,751 | 1,440 | 21.6 |
| Kodiak 6/7/8 Series | 343 | 197 | 74.1 | 927 | 443 | 109.3 |
| S/T Blazer | 4,448 | 4,161 | 6.9 | 9,767 | 12,632 | -22.7 |
| S/T Pickup | 1,354 | 11,746 | -88.5 | 4,829 | 31,527 | -84.7 |
| Tahoe | 15,256 | 14,895 | 2.4 | 42,411 | 34,166 | 24.1 |
| Tracker | 1,481 | 3,592 | -58.8 | 5,956 | 8,595 | -30.7 |
| TrailBlazer | 21,785 | 20,185 | 7.9 | 61,675 | 55,006 | 12.1 |
| Venture | 8,553 | 8,514 | 0.5 | 16,778 | 21,593 | -22.3 |
| Avalanche | 6,928 | 7,174 | -3.4 | 19,348 | 19,011 | 1.8 |
| Silverado-C/K Pickup | 58,235 | 56,303 | 3.4 | 147,337 | 136,563 | 7.9 |
| Chevrolet Fullsize Pickup | 65,163 | 63,477 | 2.7 | 166,685 | 155,574 | 7.1 |
| Chevrolet Total | 150,162 | 149,068 | 0.7 | 386,904 | 372,526 | 3.9 |
| Canyon | 2,016 | 0 | ***.* | 4,146 | 0 | ***.* |
| Envoy | 11,656 | 9,361 | 24.5 | 30,924 | 25,645 | 20.6 |
| GMC C/T Series | 34 | 267 | -87.3 | 97 | 588 | -83.5 |

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|------------------------|--------|--------|-------|---------|---------|-------|
| GMC W Series | 409 | 462 | -11.5 | 973 | 910 | 6.9 |
| S/T Jimmy | 0 | 9 | ***.* | 0 | 16 | ***.* |
| Safari (GMC) | 631 | 896 | -29.6 | 1,670 | 2,615 | -36.1 |
| Savana Panel/G Classic | 1,843 | 1,503 | 22.6 | 4,526 | 3,681 | 23.0 |
| Savana Special/G Cut | 2,236 | 952 | 134.9 | 5,734 | 2,274 | 152.2 |
| Savana/Rally | 235 | 319 | -26.3 | 584 | 680 | -14.1 |
| Sierra | 17,510 | 15,902 | 10.1 | 43,771 | 38,483 | 13.7 |
| Sonoma | 458 | 2,652 | -82.7 | 1,565 | 7,307 | -78.6 |
| Topkick 4/5 Series | 574 | 469 | 22.4 | 1,541 | 817 | 88.6 |
| Topkick 6/7/8 Series | 635 | 265 | 139.6 | 1,257 | 579 | 117.1 |
| Yukon | 7,087 | 5,940 | 19.3 | 20,456 | 14,006 | 46.1 |
| Yukon XL | 4,770 | 4,365 | 9.3 | 13,219 | 10,428 | 26.8 |
| GMC Total | 50,094 | 43,362 | 15.5 | 130,463 | 108,029 | 20.8 |

| | | | | | | |
|--------------|-------|-------|-------|-------|-------|-------|
| HUMMER H1 | 34 | 55 | -38.2 | 102 | 151 | -32.5 |
| HUMMER H2 | 2,300 | 3,014 | -23.7 | 6,300 | 8,488 | -25.8 |
| HUMMER Total | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |

| | | | | | | |
|------------------|-------|-------|-------|-------|-------|-------|
| Bravada | 258 | 797 | -67.6 | 776 | 2,182 | -64.4 |
| Silhouette | 1,505 | 1,848 | -18.6 | 2,905 | 4,066 | -28.6 |
| Oldsmobile Total | 1,763 | 2,645 | -33.3 | 3,681 | 6,248 | -41.1 |

| | | | | | | |
|----------------------|-------|-------|-------|-------|-------|-------|
| Other-Isuzu F Series | 127 | 150 | -15.3 | 276 | 353 | -21.8 |
| Other-Isuzu N Series | 937 | 1,109 | -15.5 | 2,585 | 2,503 | 3.3 |
| Other-Isuzu Total | 1,064 | 1,259 | -15.5 | 2,861 | 2,856 | 0.2 |

| | | | | | | |
|---------------|-------|-------|-------|--------|--------|-------|
| Aztek | 1,534 | 2,676 | -42.7 | 5,071 | 6,995 | -27.5 |
| Montana | 4,401 | 3,467 | 26.9 | 8,645 | 9,370 | -7.7 |
| Pontiac Total | 5,935 | 6,143 | -3.4 | 13,716 | 16,365 | -16.2 |

| | | | | | | |
|--------------|-------|--------|-------|--------|--------|------|
| VUE | 8,195 | 11,664 | -29.7 | 20,323 | 20,653 | -1.6 |
| Saturn Total | 8,195 | 11,664 | -29.7 | 20,323 | 20,653 | -1.6 |

| | | | | | | |
|----------|---------|---------|-----|---------|---------|-----|
| GM Total | 235,521 | 226,586 | 3.9 | 606,224 | 564,151 | 7.5 |
|----------|---------|---------|-----|---------|---------|-----|

GM TRUCK Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|------|---------|---------|------|
| GM North America * | 234,274 | 225,302 | 4.0 | 602,801 | 561,092 | 7.4 |
| GM Import | 1,247 | 1,284 | -2.9 | 3,423 | 3,059 | 11.9 |
| GM Total | 235,521 | 226,586 | 3.9 | 606,224 | 564,151 | 7.5 |

GM Light Duty Truck Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|-------|---------|---------|-------|
| GM North America * | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |
| GM Import | 0 | 0 | ***.* | 0 | 0 | ***.* |
| GM Total | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |

* Includes U.S./Canada/Mexico

3-1P

GM Truck Deliveries - (United States)
March 2004

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

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| | | |
|--------------------|----|----|
| Selling Days (S/D) | 26 | 26 |
|--------------------|----|----|

GM TRUCK Deliveries by Production Source and Marketing Division

| | | | | | | |
|-------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,202 | 4,888 | 67.8 | 22,476 | 17,659 | 27.3 |
| Cadillac Total | 7,772 | 4,488 | 73.2 | 19,398 | 11,176 | 73.6 |
| Chevrolet Total | 150,047 | 148,900 | 0.8 | 386,597 | 372,152 | 3.9 |
| GMC Total | 49,779 | 43,023 | 15.7 | 129,688 | 107,353 | 20.8 |
| HUMMER Total | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |
| Oldsmobile Total | 1,763 | 2,645 | -33.3 | 3,681 | 6,248 | -41.1 |
| Other-Isuzu Total | 247 | 482 | -48.8 | 520 | 847 | -38.6 |
| Pontiac Total | 5,935 | 6,143 | -3.4 | 13,716 | 16,365 | -16.2 |
| Saturn Total | 8,195 | 11,664 | -29.7 | 20,323 | 20,653 | -1.6 |
| GM North America Total* | 234,274 | 225,302 | 4.0 | 602,801 | 561,092 | 7.4 |

| | | | | | | |
|-------------------|-------|-------|-------|-------|-------|-------|
| Chevrolet Total | 115 | 168 | -31.5 | 307 | 374 | -17.9 |
| GMC Total | 315 | 339 | -7.1 | 775 | 676 | 14.6 |
| Other-Isuzu Total | 817 | 777 | 5.1 | 2,341 | 2,009 | 16.5 |
| GM Import Total | 1,247 | 1,284 | -2.9 | 3,423 | 3,059 | 11.9 |

GM Light Truck Deliveries by Production Source and Marketing Division

| | | | | | | |
|-------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,202 | 4,888 | 67.8 | 22,476 | 17,659 | 27.3 |
| Cadillac Total | 7,772 | 4,488 | 73.2 | 19,398 | 11,176 | 73.6 |
| Chevrolet Total | 148,847 | 147,824 | 0.7 | 383,668 | 369,856 | 3.7 |
| GMC Total | 48,442 | 41,899 | 15.6 | 126,595 | 105,135 | 20.4 |
| HUMMER Total | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |
| Oldsmobile Total | 1,763 | 2,645 | -33.3 | 3,681 | 6,248 | -41.1 |
| Pontiac Total | 5,935 | 6,143 | -3.4 | 13,716 | 16,365 | -16.2 |
| Saturn Total | 8,195 | 11,664 | -29.7 | 20,323 | 20,653 | -1.6 |
| GM North America Total* | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |

GM Light Truck Deliveries by Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,202 | 4,888 | 67.8 | 22,476 | 17,659 | 27.3 |
| Cadillac Total | 7,772 | 4,488 | 73.2 | 19,398 | 11,176 | 73.6 |
| Chevrolet Total | 148,847 | 147,824 | 0.7 | 383,668 | 369,856 | 3.7 |
| GMC Total | 48,442 | 41,899 | 15.6 | 126,595 | 105,135 | 20.4 |
| HUMMER Total | 2,334 | 3,069 | -23.9 | 6,402 | 8,639 | -25.9 |
| Oldsmobile Total | 1,763 | 2,645 | -33.3 | 3,681 | 6,248 | -41.1 |
| Pontiac Total | 5,935 | 6,143 | -3.4 | 13,716 | 16,365 | -16.2 |
| Saturn Total | 8,195 | 11,664 | -29.7 | 20,323 | 20,653 | -1.6 |
| GM Total | 231,490 | 222,620 | 4.0 | 596,259 | 555,731 | 7.3 |

* Includes US/Canada/Mexico

GM Production Schedule - 04/01/04

| Units 000s | GMNA | | | | | | Total Worldwide | Memo: JV1 Car | Truck |
|------------|------|--------|-------|------|--------|------|-----------------|---------------|-------|
| | Carl | Truck1 | Total | GME2 | GMLAAM | GMAP | | | |
| 2004 Q1 | 524 | 821 | 1,345 | 463 | 160 | 116 | 2,084 | 18 | 20 |

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| | | | | | | | | | |
|---------------------------|-------|-----|-----|-------|-------|-------|-------|-------|-------|
| O/(U) prior forecast:@ | 1 | (6) | (5) | 0 | 0 | 0 | (5) | (1) | (4) |
| | ----- | | | ----- | ----- | ----- | ----- | ----- | ----- |

| | | | | | | | | | |
|---------------------------|-----|-----|-------|-----|-----|-----|-------|----|----|
| 2004 Q2 # | 539 | 841 | 1,380 | 506 | 167 | 149 | 2,202 | 18 | 48 |
| O/(U) prior forecast:@ | 0 | 0 | 0 | (4) | (6) | 3 | (7) | 0 | 0 |

| | | | | | | | | | | |
|------------|-------|-------|-------|-------|--------|-------|-----------|-------|-----------|--|
| | GMNA | | | | | | | Total | Memo: JV1 | |
| Units 000s | Car | Truck | Total | GME | GMLAAM | GMAP | Worldwide | 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 | 18 | 20 |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| CY | 2,457 | 3,182 | 5,639 | 1,770 | 561 | 307 | 8,277 | 64 | 68 |

| | | | | | | | | | |
|----------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 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 | 160 | 116 | 2,084 | 18 | 20 |
| 2nd Qtr. # | 539 | 841 | 1,380 | 506 | 167 | 149 | 2,202 | 18 | 48 |
| | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |

@ 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.

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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.

Date: April 1, 2004

GENERAL MOTORS CORPORATION
(Registrant)

By: /s/PETER R. BIBLE.

(Peter R. Bible,
Chief Accounting Officer)