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GENERAL MOTORS CORP
Form 8-K
November 03, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) November 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) | 1-143 ----- (Commission File Number) | 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

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

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

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

ITEM 8.01. OTHER EVENTS

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

GM Reports October Sales of 346,058, Down 5 Percent
SUV Sales Remain On Record Selling Pace for Calendar Year
Cadillac On Pace for Best Sales Since 1990

DETROIT - General Motors dealers sold 346,058 new cars and trucks in October, down 5 percent compared to year-ago sales. GM's truck sales (210,996) were down 4 percent and car sales (135,062) were down 5 percent.

"GM's October sales results were not as strong as we had expected, but not entirely surprising given our exceptionally strong sales in September," said John Smith, group vice president GM North America Vehicle Sales, Service and Marketing. "Our launch vehicles performed well in October, as did utilities, which were up and remain on pace to set another industry record for the calendar year. We expect stronger car sales in the months ahead as Pontiac G6, Buick LaCrosse and Chevrolet Cobalt continue ramping up production."

GM Truck Sales

GM's truck sales in October declined 4 percent versus year-ago levels. Sport utility vehicle deliveries were up 1 percent and maintained their record-setting sales pace. GM again led the industry in utility sales in October, surpassing the 100,000-unit sales mark for the seventh month this year. October utility deliveries were led by strong sales of two new entries, the Chevrolet Equinox and Cadillac SRX. Mid-size utility sales increased 4 percent, with strong sales results for Chevrolet TrailBlazer, up 32 percent and GMC Envoy, which gained 29 percent.

Mid-size pickup deliveries increased 26 percent on the strength of the all-new Chevrolet Colorado and GMC Canyon. This is the second consecutive month that medium pickup sales were up 25 percent or more compared to year-ago levels.

GM Car Sales

While GM's total car sales declined 5 percent compared to last October, several vehicles had year-over-year increases including Cadillac XLR; Chevrolet Malibu, Impala, Corvette and Monte Carlo; Pontiac Bonneville; and Buick LeSabre. Additionally, Pontiac G6 and Cadillac STS sales are exceptionally brisk as production ramps up.

Divisional Highlights

Chevrolet - Chevrolet sales in October were up 4 percent compared to year-ago

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levels. Car sales increased 21 percent, paced by Malibu, which had a 157 percent sales increase over last year. Corvette sales rose 39 percent in October. On the truck side, in addition to Equinox and Colorado, TrailBlazer had record October sales, up 32 percent from year-ago levels. Total sales for the calendar year are up 5 percent, and car sales have risen 15 percent.

Cadillac - Cadillac sales remain on track for its best calendar year sales results since 1990. October sales were up 3 percent compared to year-ago levels. Truck sales continued on a record setting pace, improving 17 percent in October and 54 percent for the calendar year. SRX deliveries were up 115.5 percent, and Escalade ESV sales were up 24 percent. Total sales are up 9 percent calendar year-to-date.

GMC - In addition to solid Canyon sales, Envoy had another strong month with deliveries up 29 percent compared to last year. Despite being off last October's sales pace (-4 percent), GMC sales for the calendar year-to-date are up 6 percent. GMC remains poised to exceed 600,000 deliveries for the first time in its history.

Pontiac - While October sales were off 12 percent, Pontiac sales for the calendar year-to-date are up 5 percent. Car sales for the calendar year have improved 9 percent, led by Bonneville sales, which continued to improve year-over-year with a 33 percent sales increase in October and a 38 percent increase for the calendar year and Grand Prix, with deliveries up 15 percent for the calendar year.

Certified Used Vehicles

October sales for all GM certified used vehicle brands, including GM Certified Used Vehicles, Cadillac Certified Pre-Owned, Used Cars from Saturn and Saab Certified Pre-Owned, were 47,472, up 15 percent from last year. Year-to-date sales are 439,813, up 11 percent from the same period in 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, set a new monthly sales record for the certified category in October with 40,666 sales, up more than 16 percent compared to year-ago levels. This marks the first time any certified brand has surpassed the 40,000 mark in monthly certified used sales. GM Certified Used Vehicles continues to lead all certified pre-owned brands with 369,389 sales through October, an 11.5 percent increase over last year.

Cadillac Certified Pre-Owned Vehicles posted 3,304 sales in October, up 22 percent. Used Cars from Saturn sold 2,796 units, down 1 percent. Saab Certified Pre-Owned Vehicles had 706 sales, down 20 percent.

"With a record sales month in October, GM Certified Used Vehicles continues to expand its position as the industry's top-selling certified brand," Smith said. "GM Certified Used Vehicles sales were up 16 percent in October and more than 11 percent year-to-date, while Cadillac Certified Pre-Owned recorded an impressive 22 percent increase in October."

GM North America Reports October Production, Fourth-Quarter Forecast Revised to 1.27 Million Vehicles

In October, GM North America produced 453,000 vehicles (159,000 cars and 294,000 trucks) in North America, compared to 526,500 vehicles (207,500 cars and 319,000 trucks) produced in October 2003. Production totals include joint venture production of 23,000 vehicles in October 2004 and 14,000 vehicles in October 2003.

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In addition, GM North America revised its fourth-quarter production forecast to 1.27 million vehicles (473,000 cars and 797,000 trucks), down 10,000 vehicles from last month's guidance. In the fourth quarter of 2003, GM North America built 1.385 million vehicles (558,000 cars and 827,000 trucks). GM's North American current 2004 calendar year production forecast is 5.21 million vehicles, down 10,000 vehicles from last month's guidance.

GM also announced revised fourth-quarter production forecasts for its international regions:

GM Europe - The region's revised fourth-quarter forecast is 438,000 vehicles, down 10,000 vehicles from last month's guidance of 448,000 vehicles. In the fourth quarter of 2003, the region built 446,000 vehicles.

GM Asia Pacific - GM Asia Pacific's current fourth-quarter production forecast is 166,000 vehicles, down 1,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 133,000 vehicles.

GM Latin America, Africa and the Middle East - The region's revised fourth-quarter forecast is 203,000 vehicles, up 10,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 157,000 vehicles.

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

Note: GM sales and production results are available on GM Media OnLine at <http://media.gm.com> by clicking on News, then Sales/Production. In this press release and related comments by General Motors management, our use of the words "expect," "anticipate," "estimate," "forecast," "objective," "plan," "goal" and similar expressions is intended to identify forward looking statements. While these statements represent our current judgment on what the future may hold, and we believe these judgments are reasonable, actual results may differ materially due to numerous important factors that are described in GM's most recent report on SEC Form 10-K (at page II-20) which may be revised or supplemented in subsequent reports on SEC Forms 10-Q and 8-K. Such factors include, among others, the following: changes in economic conditions, currency exchange rates or political stability; shortages of fuel, labor strikes or work stoppages; market acceptance of the corporation's new products; significant changes in the competitive environment; changes in laws, regulations and tax rates; and, the ability of the corporation to achieve reductions in cost and employment levels to realize production efficiencies and implement capital expenditures at levels and times planned by management.

#

Detroit -- General Motors dealers in the United States today reported the following vehicle sales:

| | Calendar Year-to-Date |
|---------|-----------------------|
| ----- | January - October |
| October | |

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| Curr S/D: Prev S/D: | | | % Chg per S/D | | | %Chg |
|------------------------|---------|---------|------------------|-----------|-----------|------|
| | 2004 | 2003 | | 2004 | 2003 | |
| 27 27 | | | | | | |
| Vehicle Total | 346,058 | 363,043 | -4.7 | 3,966,364 | 3,945,322 | 0.5 |
| Car Total | 135,062 | 142,669 | -5.3 | 1,603,713 | 1,642,156 | -2.3 |
| Truck Total | 210,996 | 220,374 | -4.3 | 2,362,651 | 2,303,166 | 2.6 |
| Light Truck Total | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |
| Light Vehicle Total | 342,197 | 359,842 | -4.9 | 3,926,928 | 3,912,120 | 0.4 |

| Market Division Vehicle Total | October | | % Chg per S/D | Calendar Year-to-Date January - October | | %Chg |
|----------------------------------|---------|---------|------------------|--|-----------|-------|
| | 2004 | 2003 | | 2004 | 2003 | |
| | | | | | | |
| Buick | 17,702 | 24,323 | -27.2 | 266,881 | 282,090 | -5.4 |
| Cadillac | 19,147 | 18,645 | 2.7 | 188,592 | 172,325 | 9.4 |
| Chevrolet | 208,274 | 200,311 | 4.0 | 2,316,471 | 2,207,250 | 4.9 |
| GMC | 45,111 | 46,821 | -3.7 | 502,837 | 472,810 | 6.4 |
| HUMMER | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Oldsmobile | 630 | 9,872 | -93.6 | 27,848 | 106,304 | -73.8 |
| Other - Isuzu | 1,119 | 996 | 12.3 | 11,717 | 10,594 | 10.6 |
| Pontiac | 33,056 | 37,599 | -12.1 | 410,862 | 389,800 | 5.4 |
| Saab | 3,371 | 3,349 | 0.7 | 32,286 | 40,808 | -20.9 |
| Saturn | 15,094 | 17,970 | -16.0 | 186,032 | 234,731 | -20.7 |

Sales of Domestically Produced Vehicles

| | | | | | | |
|-------------|---------|---------|-------|-----------|-----------|------|
| Car | 125,158 | 139,320 | -10.2 | 1,518,377 | 1,601,333 | -5.2 |
| Light Truck | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |

Twenty-seven selling days for the October period this year and twenty-seven 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)
October 2004

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

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| | | | | | | |
|--|---------|---------|-------|-----------|-----------|-------|
| Century | 2,264 | 6,618 | -65.8 | 63,808 | 81,550 | -21.8 |
| LaCrosse | 619 | 0 | ***.* | 619 | 0 | ***.* |
| LeSabre | 7,607 | 7,338 | 3.7 | 101,791 | 100,709 | 1.1 |
| Park Avenue | 938 | 2,498 | -62.4 | 15,749 | 22,532 | -30.1 |
| Regal | 337 | 1,910 | -82.4 | 13,193 | 20,263 | -34.9 |
| Buick Total | 11,765 | 18,364 | -35.9 | 195,160 | 225,054 | -13.3 |
| Catera | 0 | 0 | ***.* | 0 | 15 | ***.* |
| CTS | 3,798 | 3,844 | -1.2 | 46,862 | 41,073 | 14.1 |
| DeVille | 5,024 | 6,818 | -26.3 | 57,514 | 66,674 | -13.7 |
| Eldorado | 0 | 4 | ***.* | 7 | 192 | -96.4 |
| Seville | 162 | 1,300 | -87.5 | 3,225 | 15,884 | -79.7 |
| STS | 2,308 | 0 | ***.* | 3,542 | 0 | ***.* |
| XLR | 320 | 241 | 32.8 | 3,067 | 326 | 840.8 |
| Cadillac Total | 11,612 | 12,207 | -4.9 | 114,217 | 124,164 | -8.0 |
| Aveo | 5,275 | 0 | ***.* | 43,563 | 0 | ***.* |
| Camaro | 0 | 20 | ***.* | 127 | 1,092 | -88.4 |
| Cavalier | 9,273 | 22,499 | -58.8 | 172,554 | 216,534 | -20.3 |
| Classic | 5,809 | 6,008 | -3.3 | 79,473 | 30,999 | 156.4 |
| Corvette | 2,607 | 1,878 | 38.8 | 30,259 | 24,553 | 23.2 |
| Impala | 22,939 | 15,077 | 52.1 | 242,391 | 231,526 | 4.7 |
| Lumina | 0 | 0 | ***.* | 0 | 15 | ***.* |
| Malibu | 17,221 | 6,695 | 157.2 | 144,558 | 107,306 | 34.7 |
| Metro | 0 | 0 | ***.* | 0 | 1 | ***.* |
| Monte Carlo | 4,411 | 4,081 | 8.1 | 48,723 | 55,943 | -12.9 |
| Prizm | 0 | 0 | ***.* | 5 | 16 | -68.8 |
| SSR | 707 | 86 | 722.1 | 7,947 | 87 | ***.* |
| Chevrolet Total | 68,242 | 56,344 | 21.1 | 769,600 | 668,072 | 15.2 |
| Alero | 321 | 7,690 | -95.8 | 19,425 | 81,894 | -76.3 |
| Aurora | 5 | 104 | -95.2 | 198 | 3,014 | -93.4 |
| Intrigue | 0 | 25 | ***.* | 55 | 776 | -92.9 |
| Oldsmobile Total | 326 | 7,819 | -95.8 | 19,678 | 85,684 | -77.0 |
| Bonneville | 1,842 | 1,385 | 33.0 | 27,222 | 19,680 | 38.3 |
| Firebird | 0 | 24 | ***.* | 109 | 900 | -87.9 |
| G6 | 4,167 | 0 | ***.* | 5,091 | 0 | ***.* |
| Grand Am | 7,119 | 11,130 | -36.0 | 127,332 | 127,632 | -0.2 |
| Grand Prix | 10,673 | 12,342 | -13.5 | 112,707 | 98,302 | 14.7 |
| GTO | 1,258 | 0 | ***.* | 9,487 | 0 | ***.* |
| Sunfire | 1,804 | 3,586 | -49.7 | 29,367 | 36,615 | -19.8 |
| Vibe | 3,811 | 3,794 | 0.4 | 51,340 | 50,043 | 2.6 |
| Pontiac Total | 30,674 | 32,261 | -4.9 | 362,655 | 333,172 | 8.8 |
| 9-2X | 334 | 0 | ***.* | 1,060 | 0 | ***.* |
| 9-3 | 2,356 | 2,357 | 0.0 | 23,278 | 29,010 | -19.8 |
| 9-5 | 681 | 992 | -31.4 | 7,948 | 11,798 | -32.6 |
| Saab Total | 3,371 | 3,349 | 0.7 | 32,286 | 40,808 | -20.9 |
| ION | 8,269 | 8,860 | -6.7 | 92,105 | 98,303 | -6.3 |
| Saturn L Series | 803 | 3,291 | -75.6 | 18,012 | 59,853 | -69.9 |
| Saturn S Series | 0 | 174 | ***.* | 0 | 7,046 | ***.* |
| Saturn Total | 9,072 | 12,325 | -26.4 | 110,117 | 165,202 | -33.3 |
| GM Total | 135,062 | 142,669 | -5.3 | 1,603,713 | 1,642,156 | -2.3 |
| GM Car Deliveries by Production Source | | | | | | |
| GM North America * | 125,158 | 139,320 | -10.2 | 1,518,377 | 1,601,333 | -5.2 |

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| | | | | | | |
|-----------|---------|---------|-------|-----------|-----------|-------|
| GM Import | 9,904 | 3,349 | 195.7 | 85,336 | 40,823 | 109.0 |
| GM Total | 135,062 | 142,669 | -5.3 | 1,603,713 | 1,642,156 | -2.3 |

* Includes U.S./Canada/Mexico

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

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

GM Car Deliveries by Production Source and Marketing Division

| | | | | | | |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 11,765 | 18,364 | -35.9 | 195,160 | 225,054 | -13.3 |
| Cadillac Total | 11,612 | 12,207 | -4.9 | 114,217 | 124,149 | -8.0 |
| Chevrolet Total | 62,967 | 56,344 | 11.8 | 726,037 | 668,072 | 8.7 |
| Oldsmobile Total | 326 | 7,819 | -95.8 | 19,678 | 85,684 | -77.0 |
| Pontiac Total | 29,416 | 32,261 | -8.8 | 353,168 | 333,172 | 6.0 |
| Saturn Total | 9,072 | 12,325 | -26.4 | 110,117 | 165,202 | -33.3 |
| GM North America Total* | 125,158 | 139,320 | -10.2 | 1,518,377 | 1,601,333 | -5.2 |
| Cadillac Total | 0 | 0 | ***.* | 0 | 15 | ***.* |
| Chevrolet Total | 5,275 | 0 | ***.* | 43,563 | 0 | ***.* |
| Pontiac Total | 1,258 | 0 | ***.* | 9,487 | 0 | ***.* |
| Saab Total | 3,371 | 3,349 | 0.7 | 32,286 | 40,808 | -20.9 |
| GM Import Total | 9,904 | 3,349 | 195.7 | 85,336 | 40,823 | 109.0 |

GM Vehicle Deliveries by Marketing Division

| | | | | | | |
|-------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 17,702 | 24,323 | -27.2 | 266,881 | 282,090 | -5.4 |
| Cadillac Total | 19,147 | 18,645 | 2.7 | 188,592 | 172,325 | 9.4 |
| Chevrolet Total | 208,274 | 200,311 | 4.0 | 2,316,471 | 2,207,250 | 4.9 |
| GMC Total | 45,111 | 46,821 | -3.7 | 502,837 | 472,810 | 6.4 |
| HUMMER Total | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Oldsmobile Total | 630 | 9,872 | -93.6 | 27,848 | 106,304 | -73.8 |
| Other-Isuzu Total | 1,119 | 996 | 12.3 | 11,717 | 10,594 | 10.6 |
| Pontiac Total | 33,056 | 37,599 | -12.1 | 410,862 | 389,800 | 5.4 |
| Saab Total | 3,371 | 3,349 | 0.7 | 32,286 | 40,808 | -20.9 |
| Saturn Total | 15,094 | 17,970 | -16.0 | 186,032 | 234,731 | -20.7 |
| GM Total | 346,058 | 363,043 | -4.7 | 3,966,364 | 3,945,322 | 0.5 |

* Includes US/Canada/Mexico

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

Calendar Year-to-Date

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| | October | | | January - October | | |
|-------------------------------|---------|---------|-----------------|-------------------|-----------|-------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 27 | 27 | | | | |
| Rainier | 1,922 | 823 | 133.5 | 19,802 | 1,145 | ***.* |
| Rendezvous | 4,011 | 5,136 | -21.9 | 51,915 | 55,891 | -7.1 |
| Terraza | 4 | 0 | ***.* | 4 | 0 | ***.* |
| Total Buick | 5,937 | 5,959 | -0.4 | 71,721 | 57,036 | 25.7 |
| Escalade | 2,947 | 3,123 | -5.6 | 29,745 | 27,776 | 7.1 |
| Escalade ESV | 1,317 | 1,064 | 23.8 | 12,421 | 10,010 | 24.1 |
| Escalade EXT | 752 | 1,082 | -30.5 | 8,031 | 8,943 | -10.2 |
| SRX | 2,519 | 1,169 | 115.5 | 24,178 | 1,432 | ***.* |
| Total Cadillac | 7,535 | 6,438 | 17.0 | 74,375 | 48,161 | 54.4 |
| Astro | 2,568 | 2,351 | 9.2 | 28,183 | 34,388 | -18.0 |
| C/K Suburban(Chevy) | 8,928 | 12,896 | -30.8 | 98,676 | 108,051 | -8.7 |
| Chevy C/T Series | 26 | 42 | -38.1 | 312 | 703 | -55.6 |
| Chevy W Series | 292 | 141 | 107.1 | 2,159 | 1,818 | 18.8 |
| Colorado | 10,917 | 0 | ***.* | 96,110 | 0 | ***.* |
| Equinox | 10,367 | 0 | ***.* | 61,374 | 0 | ***.* |
| Express Cutaway/G Cut | 2,079 | 1,499 | 38.7 | 17,372 | 15,570 | 11.6 |
| Express Panel/G Van | 4,906 | 4,980 | -1.5 | 60,292 | 56,556 | 6.6 |
| Express/G Sportvan | 1,448 | 799 | 81.2 | 15,802 | 13,285 | 18.9 |
| Kodiak 4/5 Series | 826 | 578 | 42.9 | 7,114 | 5,946 | 19.6 |
| Kodiak 6/7/8 Series | 220 | 273 | -19.4 | 2,850 | 2,017 | 41.3 |
| S/T Blazer | 1,182 | 6,347 | -81.4 | 31,271 | 43,153 | -27.5 |
| S/T Pickup | 182 | 8,671 | -97.9 | 9,816 | 124,424 | -92.1 |
| Tahoe | 12,966 | 16,029 | -19.1 | 159,520 | 162,888 | -2.1 |
| Tracker | 631 | 2,050 | -69.2 | 14,321 | 30,835 | -53.6 |
| TrailBlazer | 26,489 | 20,129 | 31.6 | 234,344 | 217,495 | 7.7 |
| Uplander | 32 | 0 | ***.* | 32 | 0 | ***.* |
| Venture | 2,162 | 8,557 | -74.7 | 62,912 | 76,345 | -17.6 |
| Avalanche | 5,715 | 7,001 | -18.4 | 69,404 | 77,164 | -10.1 |
| Silverado-C/K Pickup | 48,096 | 51,624 | -6.8 | 575,007 | 568,540 | 1.1 |
| Chevrolet Fullsize Pickups | 53,811 | 58,625 | -8.2 | 644,411 | 645,704 | -0.2 |
| Chevrolet Total | 140,032 | 143,967 | -2.7 | 1,546,871 | 1,539,178 | 0.5 |
| Canyon | 2,780 | 0 | ***.* | 21,634 | 0 | ***.* |
| Envoy | 11,185 | 8,686 | 28.8 | 116,750 | 105,814 | 10.3 |
| GMC C/T Series | 11 | 74 | -85.1 | 348 | 1,429 | -75.6 |
| GMC W Series | 482 | 375 | 28.5 | 4,426 | 3,672 | 20.5 |
| S/T Jimmy | 0 | 0 | ***.* | 0 | 52 | ***.* |
| Safari (GMC) | 858 | 1,001 | -14.3 | 7,028 | 9,558 | -26.5 |
| Savana Panel/G Classic | 1,392 | 1,566 | -11.1 | 16,556 | 16,527 | 0.2 |
| Savana Special/G Cut | 390 | 565 | -31.0 | 16,225 | 9,143 | 77.5 |
| Savana/Rally | 170 | 181 | -6.1 | 2,053 | 2,619 | -21.6 |
| Sierra | 15,744 | 16,095 | -2.2 | 176,679 | 162,490 | 8.7 |
| Sonoma | 87 | 2,445 | -96.4 | 3,212 | 31,166 | -89.7 |
| Topkick 4/5 Series | 490 | 388 | 26.3 | 5,068 | 3,799 | 33.4 |
| Topkick 6/7/8 Series | 395 | 334 | 18.3 | 5,442 | 3,224 | 68.8 |
| Yukon | 5,928 | 7,951 | -25.4 | 73,989 | 68,609 | 7.8 |
| Yukon XL | 5,199 | 7,160 | -27.4 | 53,427 | 54,708 | -2.3 |
| GMC Total | 45,111 | 46,821 | -3.7 | 502,837 | 472,810 | 6.4 |

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| | | | | | | |
|----------------------|---------|---------|-------|-----------|-----------|-------|
| HUMMER H1 | 25 | 85 | -70.6 | 365 | 616 | -40.7 |
| HUMMER H2 | 2,529 | 3,072 | -17.7 | 22,473 | 27,994 | -19.7 |
| HUMMER Total | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Bravada | 115 | 841 | -86.3 | 1,852 | 7,361 | -74.8 |
| Silhouette | 189 | 1,212 | -84.4 | 6,318 | 13,259 | -52.3 |
| Oldsmobile Total | 304 | 2,053 | -85.2 | 8,170 | 20,620 | -60.4 |
| Other-Isuzu F Series | 93 | 101 | -7.9 | 1,030 | 1,200 | -14.2 |
| Other-Isuzu N Series | 1,026 | 895 | 14.6 | 10,687 | 9,394 | 13.8 |
| Other-Isuzu Total | 1,119 | 996 | 12.3 | 11,717 | 10,594 | 10.6 |
| Aztek | 1,266 | 2,352 | -46.2 | 18,167 | 23,911 | -24.0 |
| Montana | 1,109 | 2,986 | -62.9 | 30,033 | 32,717 | -8.2 |
| Montana SV6 | 7 | 0 | ***.* | 7 | 0 | ***.* |
| Pontiac Total | 2,382 | 5,338 | -55.4 | 48,207 | 56,628 | -14.9 |
| VUE | 6,022 | 5,645 | 6.7 | 75,915 | 69,529 | 9.2 |
| Saturn Total | 6,022 | 5,645 | 6.7 | 75,915 | 69,529 | 9.2 |
| GM Total | 210,996 | 220,374 | -4.3 | 2,362,651 | 2,303,166 | 2.6 |

GM TRUCK Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|------|-----------|-----------|------|
| GM North America * | 209,596 | 219,206 | -4.4 | 2,348,088 | 2,291,181 | 2.5 |
| GM Import | 1,400 | 1,168 | 19.9 | 14,563 | 11,985 | 21.5 |
| GM Total | 210,996 | 220,374 | -4.3 | 2,362,651 | 2,303,166 | 2.6 |

GM Light Duty Truck Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|-------|-----------|-----------|-------|
| GM North America * | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |
| GM Import | 0 | 0 | ***.* | 0 | 0 | ***.* |
| GM Total | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |

* Includes U.S./Canada/Mexico

3-1P

GM Truck Deliveries - (United States)
October 2004

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

GM TRUCK Deliveries by Production Source and Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 5,937 | 5,959 | -0.4 | 71,721 | 57,036 | 25.7 |
| Cadillac Total | 7,535 | 6,438 | 17.0 | 74,375 | 48,161 | 54.4 |
| Chevrolet Total | 139,908 | 143,886 | -2.8 | 1,545,599 | 1,537,997 | 0.5 |
| GMC Total | 44,726 | 46,512 | -3.8 | 499,205 | 469,965 | 6.2 |
| HUMMER Total | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Oldsmobile Total | 304 | 2,053 | -85.2 | 8,170 | 20,620 | -60.4 |

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| | | | | | | |
|-------------------------|---------|---------|-------|-----------|-----------|-------|
| Other-Isuzu Total | 228 | 218 | 4.6 | 2,058 | 2,635 | -21.9 |
| Pontiac Total | 2,382 | 5,338 | -55.4 | 48,207 | 56,628 | -14.9 |
| Saturn Total | 6,022 | 5,645 | 6.7 | 75,915 | 69,529 | 9.2 |
| GM North America Total* | 209,596 | 219,206 | -4.4 | 2,348,088 | 2,291,181 | 2.5 |

| | | | | | | |
|-------------------|-------|-------|------|--------|--------|------|
| Chevrolet Total | 124 | 81 | 53.1 | 1,272 | 1,181 | 7.7 |
| GMC Total | 385 | 309 | 24.6 | 3,632 | 2,845 | 27.7 |
| Other-Isuzu Total | 891 | 778 | 14.5 | 9,659 | 7,959 | 21.4 |
| GM Import Total | 1,400 | 1,168 | 19.9 | 14,563 | 11,985 | 21.5 |

GM Light Truck Deliveries by Production Source and Marketing Division

| | | | | | | |
|------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 5,937 | 5,959 | -0.4 | 71,721 | 57,036 | 25.7 |
| Cadillac Total | 7,535 | 6,438 | 17.0 | 74,375 | 48,161 | 54.4 |
| Chevrolet Total | 138,668 | 142,933 | -3.0 | 1,534,436 | 1,528,694 | 0.4 |
| GMC Total | 43,733 | 45,650 | -4.2 | 487,553 | 460,686 | 5.8 |
| HUMMER Total | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Oldsmobile Total | 304 | 2,053 | -85.2 | 8,170 | 20,620 | -60.4 |
| Pontiac Total | 2,382 | 5,338 | -55.4 | 48,207 | 56,628 | -14.9 |
| Saturn Total | 6,022 | 5,645 | 6.7 | 75,915 | 69,529 | 9.2 |
| GM North America Total | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |

GM Light Truck Deliveries by Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 5,937 | 5,959 | -0.4 | 71,721 | 57,036 | 25.7 |
| Cadillac Total | 7,535 | 6,438 | 17.0 | 74,375 | 48,161 | 54.4 |
| Chevrolet Total | 138,668 | 142,933 | -3.0 | 1,534,436 | 1,528,694 | 0.4 |
| GMC Total | 43,733 | 45,650 | -4.2 | 487,553 | 460,686 | 5.8 |
| HUMMER Total | 2,554 | 3,157 | -19.1 | 22,838 | 28,610 | -20.2 |
| Oldsmobile Total | 304 | 2,053 | -85.2 | 8,170 | 20,620 | -60.4 |
| Pontiac Total | 2,382 | 5,338 | -55.4 | 48,207 | 56,628 | -14.9 |
| Saturn Total | 6,022 | 5,645 | 6.7 | 75,915 | 69,529 | 9.2 |
| GM Total | 207,135 | 217,173 | -4.6 | 2,323,215 | 2,269,964 | 2.3 |

* Includes US/Canada/Mexico

GM Production Schedule - 11/03/04

| Units 000s | GMNA | | | | | | Total Worldwide | Memo: JV1 | |
|------------------------|------|--------|-------|------|--------|------|-----------------|-----------|-------|
| | Carl | Truck1 | Total | GME2 | GMLAAM | GMAP | | Car | Truck |
| 2004 Q4 # | 473 | 797 | 1,270 | 438 | 203 | 166 | 2,077 | 17 | 46 |
| O/(U) prior forecast:@ | (6) | (4) | (10) | (10) | 10 | (1) | (11) | 0 | 1 |

| 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 |

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| | | | | | | | | | |
|------------|-------|-------|-------|-------|------|------|-------|----|------|
| 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. | 671 | 694 | 1,365 | 513 | 135 | 47 | 2,060 | 18 | 17 |
| | ---- | ----- | ----- | ----- | ---- | ---- | ----- | -- | -- |
| CY | 2,893 | 2,880 | 5,773 | 1,993 | 544 | 185 | 8,495 | 77 | 65 |
| 2001 | | | | | | | | | |
| 1st Qtr. | 580 | 634 | 1,214 | 538 | 138 | 51 | 1,941 | 18 | 9 |
| 2nd Qtr. | 638 | 726 | 1,364 | 491 | 165 | 64 | 2,084 | 13 | 16 |
| 3rd Qtr. | 574 | 664 | 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 | 51 | 56 |
| 2002 | | | | | | | | | |
| 1st Qtr. | 600 | 753 | 1,353 | 456 | 131 | 65 | 2,005 | 11 | 11 |
| 2nd Qtr. | 688 | 865 | 1,553 | 453 | 141 | 74 | 2,221 | 15 | 17 |
| 3rd Qtr. | 568 | 740 | 1,308 | 408 | 132 | 87 | 1,935 | 19 | 20 |
| 4th Qtr. | 602 | 824 | 1,426 | 453 | 157 | 81 | 2,117 | 14 | 25 |
| | ---- | ----- | ----- | ----- | ---- | ---- | ----- | -- | -- |
| CY | 2,458 | 3,182 | 5,640 | 1,770 | 561 | 307 | 8,278 | 59 | 73 |
| 2003 | | | | | | | | | |
| 1st Qtr. | 591 | 860 | 1,451 | 491 | 127 | 77 | 2,146 | 19 | 24 |
| 2nd Qtr. | 543 | 837 | 1,380 | 488 | 128 | 90 | 2,086 | 19 | 24 |
| 3rd Qtr. | 492 | 753 | 1,245 | 393 | 135 | 120 | 1,893 | 20 | 17 |
| 4th Qtr. | 558 | 827 | 1,385 | 446 | 157 | 133 | 2,121 | 16 | 20 |
| | ---- | ----- | ----- | ----- | ---- | ---- | ----- | -- | -- |
| CY | 2,184 | 3,277 | 5,461 | 1,818 | 547 | 420 | 8,246 | 74 | 85 |
| 2004 | | | | | | | | | |
| 1st Qtr. | 525 | 820 | 1,345 | 463 | 159 | 116 | 2,083 | 19 | 19 |
| 2nd Qtr. | 542 | 846 | 1,388 | 489 | 172 | 146 | 2,195 | 18 | 48 |
| 3rd Qtr. | 463 | 746 | 1,209 | 397 | 185 | 150 | 1,941 | 16 | 43 |
| 4th Qtr. # | 473 | 797 | 1,270 | 438 | 203 | 166 | 2,077 | 17 | 46 |
| | ---- | ----- | ----- | ----- | ---- | ---- | ----- | -- | ---- |
| CY # | 2,003 | 3,209 | 5,212 | 1,787 | 719 | 578 | 8,296 | 70 | 156 |

@ 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 estimates

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: November 3, 2004

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

(Peter R. Bible,
Chief Accounting Officer)