

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

GENERAL MOTORS CORP  
Form 8-K  
January 05, 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) January 5, 2004

GENERAL MOTORS CORPORATION  
-----  
(Exact Name of Registrant as Specified in its Charter)

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

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

ITEM 5. OTHER ITEMS

On January 5, 2004, General Motors Corporation (GM) issued a news release announcing December sales. The release is as follows:

GM Reports December Sales of 447,900, Down 9 Percent From Record Year-Ago Levels

GM Sets Calendar-Year Truck and Utility Sales Records  
Cadillac Has Best Sales Year Since 1990

DETROIT - General Motors dealers sold 447,900 new cars and trucks in December, down 9 percent compared to record sales levels in December 2002. GM's overall truck sales (278,406) were down 11 percent. Car sales (169,494) were down 5 percent. In December 2002, GM had exceptional sales results (473,663) and more than a 32-percent market share.

GM calendar-year sales were down a modest 2 percent in 2003. For the third consecutive year, GM set an industry sales record for trucks. It also established a new industry benchmark for sales of sport utility vehicles. Five of GM's 9 brands had sales gains for the calendar year, led by an 8 percent sales increase at Cadillac, which had its best sales year since 1990, and GMC's tenth calendar-year sales record in 11 years.

"Both GM and the industry continue to show significant sales momentum as we head into the new year," said John Smith, group vice president of GM North America Vehicle Sales, Service and Marketing. "During the second half of 2003, the industry selling rate was approximately 17.5 million units, and GM's market share was above 28.5 percent. Given this momentum and the rapidly improving U.S. economy, we are optimistic about the outlook for 2004. Supporting our growth will be the launch of another 13 all-new models this year, including the Cadillac STS, Chevrolet Equinox and Cobalt, Saab 9-2X, Pontiac G6 and HUMMER H2 SUT."

GM Truck Sales

GM's industry-leading truck lineup posted solid sales in December. While sales for the month were down 11 percent, last December's truck sales set an all-time industry record, creating an extraordinarily difficult comparison. Calendar-year truck sales (2,795,721) were up slightly from record year-ago levels (0.2 percent) and once again established a new industry record. Truck sales for the month were driven by 97,475 deliveries of full-size pickups (down 12 percent), which once again led the industry. Although down 11 percent, sales of sport utility vehicles (131,066) surpassed 100,000 units for the eighth time in the last 9 months and established a new calendar-year record for the industry. GM continued to strengthen its sales performance in the important large luxury utility segment with 11,104 deliveries, led by continuing record sales of the Cadillac Escalade portfolio (7,292) and a very strong sales month for HUMMER H2 (3,751). Calendar year-to-date sales of GM large luxury utilities (95,002) were up 37 percent. GM remains the only manufacturer to ever sell more than 1 million sport utility vehicles and over 2.6 million trucks in a calendar year.

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

### GM Car Sales

GM car sales declined 5 percent from strong year-ago levels. Calendar-year car sales (1,960,682) also were down 5 percent. In the very competitive mid-size segment, Impala sales for the calendar year (267,882) were up 35 percent. In the luxury segment, Cadillac CTS finished the calendar year with 49,392 deliveries, a 30 percent improvement over last year. Saab had another strong month with 2,479 deliveries of the 9-3 and wrapped up the year with 47,914 total deliveries, its highest sales since 1987. December sales of entry-level cars (40,378) improved 18 percent, led by Chevrolet Cavalier (21,662), up 13.5 percent in December and 8 percent calendar year-to-date.

### Divisional Highlights

Chevrolet - Chevrolet sales for the calendar year (2,655,777) were up slightly compared to 2002 (0.5 percent). Car sales for December (73,515) were up 11 percent, and calendar-year car sales (801,143) improved 7 percent. Impala calendar-year sales set a new record. Monte Carlo sales were up 3 percent for the calendar year with 66,976 deliveries. Silverado sales for the calendar year (684,302) improved 5 percent from 2002. Avalanche deliveries in December totaled 9,364 units, were up 16 percent and set a new monthly sales record. Avalanche deliveries for the calendar year (93,482) were up 5 percent.

Cadillac - Cadillac had its best annual sales since 1990 with 216,090 deliveries an 8 percent improvement over the previous year. December sales (22,062) were up 7 percent. Truck sales for the year (64,792) were up 30.5 percent, capped by strong December sales (9,206), which was Cadillac's best-ever monthly sales performance for trucks. Sales of the Escalade portfolio in December were 7,292, a new monthly record. Car sales for the calendar year (151,298) were led by record CTS sales (49,392), up 30 percent. Cadillac's success in the luxury segment is enhanced with the addition of the SRX and XLR, which are arriving in dealers' showrooms.

GMC - GMC established another annual sales record with 578,783 deliveries, a 3 percent improvement over strong 2002 sales performance. Envoy sales for the calendar year were 127,782, improved 15 percent from year-ago levels. Yukon calendar-year sales (86,238) were up 13 percent and set a record. Yukon XL had its best-ever monthly sales (9,382), up 5 percent from a year ago and also set a calendar-year sales record (70,887).

HUMMER - HUMMER finished 2003 with its strongest monthly sales (3,812) for the calendar year. Calendar-year deliveries totaled 35,259, an 80 percent increase over last year and a calendar-year record. H2 sales for the calendar year (34,529) were up 83 percent.

Saab - Saab had 47,914 deliveries for the calendar year, a 27 percent improvement over 2002. This exceptional performance was driven by continued strong sales of the 9-3 (2,479), which were up 43 percent in December. Additionally, 9-3 sales increased 66 percent for the calendar year, with 34,075 deliveries.

Pontiac - Pontiac car sales in December (39,546) improved 7 percent over the year-ago period. Grand Prix sales continued to grow with 14,557 deliveries in December, up 24 percent. Grand Am sales in December (14,368) were up 21.5 percent, and sales for the calendar year (156,466) improved up 4 percent. Vibe sales for the calendar year (56,922) were up 46 percent.

Saturn - Saturn car sales for the month (12,222) were up 3 percent, led by the ION, which had 9,404 deliveries. ION deliveries for the calendar year were 117,230. Calendar-year sales of the VUE (81,924) improved 8.5 percent and set a

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

new calendar-year sales record.

Buick - Rendezvous December sales (8,159) were 32 percent above year-ago levels and a monthly record. Rendezvous' record calendar-year sales (72,643) were up 18 percent.

### Certified Used Vehicles

GM Certified Used Vehicles had strong December sales of 34,593 units, up 41 percent from December 2002. Cadillac Certified Pre-Owned Vehicles reported December sales of 2,657 units, a 10 percent decline. Saturn Certified reported sales of 2,415 units, a 9 percent improvement. Saab Certified Pre-Owned Vehicles reported 757 sales, an 83 percent increase.

GM Certified Used Vehicles had total 2003 sales of 397,638 units, an increase of 22 percent from 2002. Cadillac Certified Pre-Owned Vehicles had 2003 sales of 32,638 units, an 8 percent increase. Saturn Certified posted 2003 sales of 35,491, a 43 percent increase. Saab Certified Pre-Owned Vehicles sold 9,580 units, a 124 percent increase.

"GM Certified Used Vehicles posted another robust sales performance in December, selling 10,000 more units than last year, while overall GM certified sales increased 34 percent compared to the same month last year," Smith said. "GM's combined certified used sales for 2003 were 475,347, 24 percent above 2002 totals."

### GM Announces December Production Results and 2003 Fourth-Quarter Production Results; 2004 First-Quarter Production Forecast Remains Unchanged

In December, GM North America produced 419,000 vehicles (170,000 cars and 249,000 trucks), compared to 382,000 vehicles (159,000 cars and 223,000 trucks) produced in December 2002. Production totals include joint venture production of approximately 10,000 vehicles in December and 10,500 vehicles in December 2002.

Also, GM's 2003 fourth-quarter production for North America was 1.383 million vehicles (558,000 cars and 825,000 trucks), up 13,000 vehicles from last month's guidance of 1.37 million vehicles. In the fourth quarter of 2002, GM North America production was 1.426 million vehicles (602,000 cars and 824,000 trucks).

In addition, GM's current 2004 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 2003 fourth-quarter and 2004 first-quarter production estimates for its international regions:

GM Europe - The region's 2003 fourth-quarter production estimate is 446,000 vehicles, unchanged from last month's guidance. In the fourth quarter of 2002, the region built 453,000 vehicles. The region's 2004 first-quarter production estimate is 470,000 vehicles, down 10,000 vehicles from last month's initial forecast. In the first quarter of 2003, the region built 491,000 vehicles.

GM Asia Pacific - The region's 2003 fourth-quarter production estimate is 134,000 vehicles, up 11,000 vehicles from last month's estimate. In the fourth quarter of 2002, the region built 81,000 vehicles. The region's current 2004 first-quarter forecast remains unchanged at 122,000 vehicles. In the first-quarter of 2003, the region built 77,000 vehicles.

GM Latin America, Africa and the Middle East - The region's current 2003

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

fourth-quarter estimate is 157,000 vehicles, up 2,000 vehicles from last month's guidance. In the fourth quarter of 2002, the region built 157,000 vehicles. The region's revised 2004 first-quarter production forecast is 169,000 vehicles, up 18,000 vehicles from last month's initial guidance of 151,000 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 340,000 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 more than 190 countries. In 2002, GM sold more than 8.6 million cars and trucks, nearly 15 percent of the global vehicle market. GM's global headquarters is at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's consumer website at [www.gm.com](http://www.gm.com).

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

# # #

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

|                     | December |         | % Chg<br>per S/D | Calendar Year-to-Date<br>January - December |           |      |
|---------------------|----------|---------|------------------|---|-----------|------|
|                     | 2003     | 2002    |                  | 2003  | 2002      | %Chg |
| Curr S/D: 26        |          |         |                  |   |           |      |
| Prev S/D: 25        |          |         |                  |   |           |      |
| Vehicle Total       | 447,900  | 473,663 | -9.1             | 4,756,403                                   | 4,858,706 | -2.1 |
| Car Total           | 169,494  | 172,135 | -5.3             | 1,960,682                                   | 2,069,206 | -5.2 |
| Truck Total         | 278,406  | 301,528 | -11.2            | 2,795,721                                   | 2,789,500 | 0.2  |
| Light Truck Total   | 273,352  | 297,483 | -11.6            | 2,754,100                                   | 2,750,811 | 0.1  |
| Light Vehicle Total | 442,846  | 469,618 | -9.3             | 4,714,782                                   | 4,820,017 | -2.2 |

Market Division

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

| Vehicle Total |    | December |         |         | Calendar Year-to-Date<br>January - December |           |       |
|---------------|----|----------|---------|---------|---|-----------|-------|
| Curr S/D:     | 26 |          |         | % Chg   |   |           |       |
| Prev S/D:     | 25 | 2003     | 2002    | per S/D | 2003  | 2002      | %Chg  |
| Buick         |    | 28,821   | 43,540  | -36.4   | 336,788                                     | 432,017   | -22.0 |
| Cadillac      |    | 22,062   | 19,872  | 6.8     | 216,090                                     | 199,748   | 8.2   |
| Chevrolet     |    | 252,283  | 266,051 | -8.8    | 2,655,777                                   | 2,642,786 | 0.5   |
| GMC           |    | 62,401   | 63,798  | -6.0    | 578,783                                     | 560,868   | 3.2   |
| HUMMER        |    | 3,812    | 3,864   | -5.1    | 35,259                                      | 19,581    | 80.1  |
| Oldsmobile    |    | 10,196   | 9,749   | 0.6     | 125,897                                     | 155,113   | -18.8 |
| Other - Isuzu |    | 1,563    | 1,415   | 6.2     | 13,123                                      | 13,708    | -4.3  |
| Pontiac       |    | 44,093   | 41,954  | 1.1     | 475,615                                     | 516,832   | -8.0  |
| Saab          |    | 3,506    | 2,743   | 22.9    | 47,914                                      | 37,805    | 26.7  |
| Saturn        |    | 19,163   | 20,677  | -10.9   | 271,157                                     | 280,248   | -3.2  |

Sales of Domestically Produced Vehicles

|             |         |         |       |           |           |      |
|-------------|---------|---------|-------|-----------|-----------|------|
| Car         | 163,674 | 169,389 | -7.1  | 1,906,997 | 2,031,157 | -6.1 |
| Light Truck | 273,352 | 297,483 | -11.6 | 2,754,100 | 2,750,811 | 0.1  |

Twenty-six selling days for the December 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)  
December 2003

|                    |        | December |       |                 | Calendar Year-to-Date<br>January - December |       |      |
|--------------------|--------|----------|-------|-----------------|---|-------|------|
|                    |        | 2003     | 2002  | %Chg<br>per S/D | 2003  | 2002  | %Chg |
| Selling Days (S/D) | 26     | 25       |       |                 |   |       |      |
| Century            | 6,859  | 16,869   | -60.9 | 94,279          | 163,739                                     | -42.4 |      |
| LeSabre            | 7,832  | 14,607   | -48.4 | 114,572         | 135,916                                     | -15.7 |      |
| Park Avenue        | 2,404  | 2,337    | -1.1  | 26,820          | 30,140                                      | -11.0 |      |
| Regal              | 1,550  | 3,769    | -60.5 | 23,677          | 40,754                                      | -41.9 |      |
| Buick Total        | 18,645 | 37,582   | -52.3 | 259,348         | 370,549                                     | -30.0 |      |
| Catera             | 0      | 3        | ***.* | 15              | 244   | -93.9 |      |
| CTS                | 4,209  | 4,623    | -12.5 | 49,392          | 37,976                                      | 30.1  |      |
| DeVille            | 7,312  | 7,889    | -10.9 | 82,076          | 84,729                                      | -3.1  |      |
| Eldorado           | 0      | 214      | ***.* | 193             | 5,661                                       | -96.6 |      |
| Seville            | 1,048  | 1,875    | -46.3 | 18,747          | 21,494                                      | -12.8 |      |
| XLR                | 287    | 0        | ***.* | 875             | 0   | ***.* |      |
| Cadillac Total     | 12,856 | 14,604   | -15.4 | 151,298         | 150,104                                     | 0.8   |      |

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

|                  |         |         |       |           |           |       |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Aveo             | 2,235   | 0       | ***.* | 5,677     | 0         | ***.* |
| Camaro           | 21      | 736     | -97.3 | 1,124     | 28,404    | -96.0 |
| Cavalier         | 21,662  | 18,358  | 13.5  | 256,550   | 238,225   | 7.7   |
| Classic          | 11,992  | 0       | ***.* | 50,492    | 0         | ***.* |
| Corvette         | 1,825   | 2,859   | -38.6 | 27,974    | 32,555    | -14.1 |
| Impala           | 20,467  | 21,734  | -9.5  | 267,882   | 198,918   | 34.7  |
| Lumina           | 0       | 1       | ***.* | 15        | 35        | -57.1 |
| Malibu           | 7,972   | 15,166  | -49.5 | 122,771   | 169,377   | -27.5 |
| Metro            | 0       | 0       | ***.* | 1         | 13        | -92.3 |
| Monte Carlo      | 6,408   | 5,066   | 21.6  | 66,976    | 64,771    | 3.4   |
| Prizm            | 0       | 17      | ***.* | 17        | 14,297    | -99.9 |
| SSR              | 933     | 0       | ***.* | 1,664     | 0         | ***.* |
| Chevrolet Total  | 73,515  | 63,937  | 10.6  | 801,143   | 746,595   | 7.3   |
| Alero            | 9,122   | 5,328   | 64.6  | 99,123    | 94,286    | 5.1   |
| Aurora           | 79      | 443     | -82.9 | 3,161     | 8,878     | -64.4 |
| Intrigue         | 3       | 619     | -99.5 | 789       | 15,015    | -94.7 |
| Oldsmobile Total | 9,204   | 6,390   | 38.5  | 103,073   | 118,179   | -12.8 |
| Bonneville       | 3,457   | 3,756   | -11.5 | 25,250    | 37,599    | -32.8 |
| Firebird         | 8       | 610     | -98.7 | 920       | 20,613    | -95.5 |
| Grand Am         | 14,368  | 11,371  | 21.5  | 156,466   | 150,818   | 3.7   |
| Grand Prix       | 14,557  | 11,328  | 23.6  | 125,441   | 130,141   | -3.6  |
| GTO              | 79      | 0       | ***.* | 79        | 0         | ***.* |
| Sunfire          | 3,570   | 3,438   | -0.2  | 43,595    | 62,950    | -30.7 |
| Vibe             | 3,507   | 5,003   | -32.6 | 56,922    | 39,082    | 45.6  |
| Pontiac Total    | 39,546  | 35,506  | 7.1   | 408,673   | 441,203   | -7.4  |
| 9-3              | 2,479   | 1,664   | 43.2  | 34,075    | 20,499    | 66.2  |
| 9-5              | 1,027   | 1,079   | -8.5  | 13,839    | 17,306    | -20.0 |
| Saab Total       | 3,506   | 2,743   | 22.9  | 47,914    | 37,805    | 26.7  |
| ION              | 9,404   | 2,592   | 248.9 | 117,230   | 6,066     | ***.* |
| Saturn L Series  | 2,818   | 5,187   | -47.8 | 64,957    | 81,172    | -20.0 |
| Saturn S Series  | 0       | 3,594   | ***.* | 7,046     | 117,533   | -94.0 |
| Saturn Total     | 12,222  | 11,373  | 3.3   | 189,233   | 204,771   | -7.6  |
| GM Total         | 169,494 | 172,135 | -5.3  | 1,960,682 | 2,069,206 | -5.2  |

GM Car Deliveries by Production Source

|                    |         |         |       |           |           |      |
|--------------------|---------|---------|-------|-----------|-----------|------|
| GM North America * | 163,674 | 169,389 | -7.1  | 1,906,997 | 2,031,157 | -6.1 |
| GM Import          | 5,820   | 2,746   | 103.8 | 53,685    | 38,049    | 41.1 |
| GM Total           | 169,494 | 172,135 | -5.3  | 1,960,682 | 2,069,206 | -5.2 |

\* Includes U.S./Canada/Mexico

2-1P  
GM Car Deliveries - (United States)  
December 2003

|                    | December |      | %Chg<br>per S/D | Calendar Year-to-Date<br>January - December |      | %Chg |
|--------------------|----------|------|-----------------|---|------|------|
|                    | 2003     | 2002 |                 | 2003  | 2002 |      |
| Selling Days (S/D) | 26       | 25   |                 |   |      |      |

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

| GM Car Deliveries by Production Source and Marketing Division |         |         |       |           |           |       |
|---|---------|---------|-------|-----------|-----------|-------|
| Buick Total   | 18,645  | 37,582  | -52.3 | 259,348   | 370,549   | -30.0 |
| Cadillac Total  | 12,856  | 14,601  | -15.3 | 151,283   | 149,860   | 0.9   |
| Chevrolet Total   | 71,280  | 63,937  | 7.2   | 795,466   | 746,595   | 6.5   |
| Oldsmobile Total  | 9,204   | 6,390   | 38.5  | 103,073   | 118,179   | -12.8 |
| Pontiac Total   | 39,467  | 35,506  | 6.9   | 408,594   | 441,203   | -7.4  |
| Saturn Total  | 12,222  | 11,373  | 3.3   | 189,233   | 204,771   | -7.6  |
| GM North America<br>Total*                                    | 163,674 | 169,389 | -7.1  | 1,906,997 | 2,031,157 | -6.1  |
| Cadillac Total  | 0       | 3       | ***.* | 15        | 244       | -93.9 |
| Chevrolet Total   | 2,235   | 0       | ***.* | 5,677     | 0         | ***.* |
| Pontiac Total   | 79      | 0       | ***.* | 79        | 0         | ***.* |
| Saab Total  | 3,506   | 2,743   | 22.9  | 47,914    | 37,805    | 26.7  |
| GM Import<br>Total  | 5,820   | 2,746   | 103.8 | 53,685    | 38,049    | 41.1  |
| GM Vehicle Deliveries by Marketing Division                   |         |         |       |           |           |       |
| Buick Total   | 28,821  | 43,540  | -36.4 | 336,788   | 432,017   | -22.0 |
| Cadillac Total  | 22,062  | 19,872  | 6.8   | 216,090   | 199,748   | 8.2   |
| Chevrolet Total   | 252,283 | 266,051 | -8.8  | 2,655,777 | 2,642,786 | 0.5   |
| GMC Total   | 62,401  | 63,798  | -6.0  | 578,783   | 560,868   | 3.2   |
| HUMMER Total  | 3,812   | 3,864   | -5.1  | 35,259    | 19,581    | 80.1  |
| Oldsmobile Total  | 10,196  | 9,749   | 0.6   | 125,897   | 155,113   | -18.8 |
| Other-Isuzu Total   | 1,563   | 1,415   | 6.2   | 13,123    | 13,708    | -4.3  |
| Pontiac Total   | 44,093  | 41,954  | 1.1   | 475,615   | 516,832   | -8.0  |
| Saab Total  | 3,506   | 2,743   | 22.9  | 47,914    | 37,805    | 26.7  |
| Saturn Total  | 19,163  | 20,677  | -10.9 | 271,157   | 280,248   | -3.2  |
| GM Total  | 447,900 | 473,663 | -9.1  | 4,756,403 | 4,858,706 | -2.1  |

\* Includes US/Canada/Mexico

3-1P  
GM Truck Deliveries - (United States)  
December 2003

|                    | December |       | %Chg<br>per S/D | Calendar Year-to-Date<br>January - December |        |       |
|--------------------|----------|-------|-----------------|---|--------|-------|
|                    | 2003     | 2002  |                 | 2003  | 2002   | %Chg  |
| Selling Days (S/D) | 26       | 25    |                 |   |        |       |
| Rainier            | 2,017    | 0     | ***.*           | 4,797                                       | 0      | ***.* |
| Rendezvous         | 8,159    | 5,958 | 31.7            | 72,643                                      | 61,468 | 18.2  |
| Total Buick        | 10,176   | 5,958 | 64.2            | 77,440                                      | 61,468 | 26.0  |
| Escalade           | 4,447    | 3,702 | 15.5            | 35,621                                      | 36,114 | -1.4  |
| Escalade ESV       | 1,581    | 36    | ***.*           | 12,866                                      | 36     | ***.* |
| Escalade EXT       | 1,264    | 1,530 | -20.6           | 11,256                                      | 13,494 | -16.6 |
| SRX                | 1,914    | 0     | ***.*           | 5,049                                       | 0      | ***.* |
| Total Cadillac     | 9,206    | 5,268 | 68.0            | 64,792                                      | 49,644 | 30.5  |
| Astro              | 3,312    | 3,281 | -2.9            | 40,123                                      | 50,616 | -20.7 |



Edgar Filing: GENERAL MOTORS CORP - Form 8-K

|                               |         |         |       |           |           |       |
|-------------------------------|---------|---------|-------|-----------|-----------|-------|
| C/K Suburban (Chevy)          | 15,428  | 17,601  | -15.7 | 135,222   | 151,056   | -10.5 |
| Chevy C/T Series              | 61      | 298     | -80.3 | 771       | 4,470     | -82.8 |
| Chevy W Series                | 361     | 187     | 85.6  | 2,318     | 2,250     | 3.0   |
| Colorado                      | 3,161   | 0       | ***.* | 3,535     | 0         | ***.* |
| Express Cutaway/G Cut         | 2,008   | 1,912   | 1.0   | 18,854    | 20,764    | -9.2  |
| Express Panel/G Van           | 8,393   | 6,153   | 31.2  | 69,857    | 65,512    | 6.6   |
| Express/G Sportvan            | 1,855   | 1,073   | 66.2  | 16,023    | 14,707    | 8.9   |
| Kodiak 4/5 Series             | 839     | 475     | 69.8  | 7,464     | 1,891     | 294.7 |
| Kodiak 6/7/8 Series           | 353     | 166     | 104.5 | 2,641     | 375       | 604.3 |
| S/T Blazer                    | 4,795   | 4,455   | 3.5   | 53,426    | 95,937    | -44.3 |
| S/T Pickup                    | 5,095   | 13,563  | -63.9 | 136,573   | 150,992   | -9.5  |
| Tahoe                         | 21,122  | 25,130  | -19.2 | 199,065   | 209,767   | -5.1  |
| Tracker                       | 1,867   | 2,848   | -37.0 | 35,123    | 42,212    | -16.8 |
| TrailBlazer                   | 23,244  | 30,195  | -26.0 | 261,334   | 249,568   | 4.7   |
| Venture                       | 9,347   | 10,241  | -12.2 | 94,521    | 94,056    | 0.5   |
| .....                         |         |         |       |           |           |       |
| Avalanche                     | 9,364   | 7,776   | 15.8  | 93,482    | 89,372    | 4.6   |
| Silverado-C/K<br>Pickup       | 68,163  | 76,760  | -14.6 | 684,302   | 652,646   | 4.9   |
| Chevrolet Fullsize<br>Pickups | 77,527  | 84,536  | -11.8 | 777,784   | 742,018   | 4.8   |
| .....                         |         |         |       |           |           |       |
| Chevrolet Total               | 178,768 | 202,114 | -15.0 | 1,854,634 | 1,896,191 | -2.2  |
| -----                         |         |         |       |           |           |       |
| Canyon                        | 1,230   | 0       | ***.* | 1,471     | 0         | ***.* |
| Envoy                         | 12,903  | 13,744  | -9.7  | 127,782   | 110,720   | 15.4  |
| GMC C/T Series                | 81      | 706     | -89.0 | 1,563     | 10,462    | -85.1 |
| GMC W Series                  | 576     | 413     | 34.1  | 4,545     | 4,128     | 10.1  |
| S/T Jimmy                     | 0       | 24      | ***.* | 52        | 964       | -94.6 |
| Safari (GMC)                  | 750     | 915     | -21.2 | 10,950    | 13,665    | -19.9 |
| Savana Panel/G Classic        | 2,716   | 1,877   | 39.1  | 20,712    | 21,296    | -2.7  |
| Savana Special/G Cut          | 1,131   | 669     | 62.6  | 10,569    | 8,262     | 27.9  |
| Savana/Rally                  | 236     | 300     | -24.4 | 3,089     | 2,777     | 11.2  |
| Sierra                        | 19,948  | 22,160  | -13.4 | 196,689   | 202,045   | -2.7  |
| Sonoma                        | 1,947   | 3,308   | -43.4 | 35,040    | 41,100    | -14.7 |
| Topkick 4/5 Series            | 654     | 265     | 137.3 | 5,054     | 1,067     | 373.7 |
| Topkick 6/7/8 Series          | 566     | 120     | 353.5 | 4,142     | 338       | ***.* |
| Yukon                         | 10,281  | 10,674  | -7.4  | 86,238    | 76,488    | 12.7  |
| Yukon XL                      | 9,382   | 8,623   | 4.6   | 70,887    | 67,556    | 4.9   |
| GMC Total                     | 62,401  | 63,798  | -6.0  | 578,783   | 560,868   | 3.2   |
| -----                         |         |         |       |           |           |       |
| HUMMER H1                     | 61      | 56      | 4.7   | 730       | 720       | 1.4   |
| HUMMER H2                     | 3,751   | 3,808   | -5.3  | 34,529    | 18,861    | 83.1  |
| HUMMER Total                  | 3,812   | 3,864   | -5.1  | 35,259    | 19,581    | 80.1  |
| -----                         |         |         |       |           |           |       |
| Bravada                       | 355     | 1,162   | -70.6 | 8,052     | 14,337    | -43.8 |
| Silhouette                    | 637     | 2,197   | -72.1 | 14,772    | 22,597    | -34.6 |
| Oldsmobile Total              | 992     | 3,359   | -71.6 | 22,824    | 36,934    | -38.2 |
| -----                         |         |         |       |           |           |       |
| Other-Isuzu F Series          | 119     | 209     | -45.3 | 1,417     | 1,994     | -28.9 |
| Other-Isuzu N Series          | 1,444   | 1,206   | 15.1  | 11,706    | 11,714    | -0.1  |
| Other-Isuzu Total             | 1,563   | 1,415   | 6.2   | 13,123    | 13,708    | -4.3  |
| -----                         |         |         |       |           |           |       |
| Aztek                         | 1,554   | 2,429   | -38.5 | 27,354    | 27,793    | -1.6  |
| Montana                       | 2,993   | 4,019   | -28.4 | 39,588    | 47,836    | -17.2 |
| Pontiac Total                 | 4,547   | 6,448   | -32.2 | 66,942    | 75,629    | -11.5 |
| -----                         |         |         |       |           |           |       |
| VUE                           | 6,941   | 9,304   | -28.3 | 81,924    | 75,477    | 8.5   |
| Saturn Total                  | 6,941   | 9,304   | -28.3 | 81,924    | 75,477    | 8.5   |
| -----                         |         |         |       |           |           |       |
| GM Total                      | 278,406 | 301,528 | -11.2 | 2,795,721 | 2,789,500 | 0.2   |
| -----                         |         |         |       |           |           |       |

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

### GM TRUCK Deliveries by Production Source

|                    | 2003    | 2002    | %Chg  | 2003      | 2002      | %Chg |
|--------------------|---------|---------|-------|-----------|-----------|------|
| GM North America * | 276,707 | 300,188 | -11.4 | 2,780,943 | 2,775,179 | 0.2  |
| GM Import          | 1,699   | 1,340   | 21.9  | 14,778    | 14,321    | 3.2  |
| GM Total           | 278,406 | 301,528 | -11.2 | 2,795,721 | 2,789,500 | 0.2  |

### GM Light Duty Truck Deliveries by Production Source

|                    | 2003    | 2002    | %Chg  | 2003      | 2002      | %Chg  |
|--------------------|---------|---------|-------|-----------|-----------|-------|
| GM North America * | 273,352 | 297,483 | -11.6 | 2,754,100 | 2,750,811 | 0.1   |
| GM Import          | 0       | 0       | ***.* | 0         | 0         | ***.* |
| GM Total           | 273,352 | 297,483 | -11.6 | 2,754,100 | 2,750,811 | 0.1   |

\* Includes U.S./Canada/Mexico

3-1P

### GM Truck Deliveries - (United States) December 2003

|                    | December |      |                 | Calendar Year-to-Date<br>January - December |      |      |
|--------------------|----------|------|-----------------|---|------|------|
|                    | 2003     | 2002 | %Chg<br>per S/D | 2003  | 2002 | %Chg |
| Selling Days (S/D) | 26       | 25   |                 |   |      |      |

### GM TRUCK Deliveries by Production Source and Marketing Division

|                            | 2003    | 2002    | %Chg  | 2003      | 2002      | %Chg  |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total                | 10,176  | 5,958   | 64.2  | 77,440    | 61,468    | 26.0  |
| Cadillac Total             | 9,206   | 5,268   | 68.0  | 64,792    | 49,644    | 30.5  |
| Chevrolet Total            | 178,595 | 201,998 | -15.0 | 1,853,190 | 1,894,705 | -2.2  |
| GMC Total                  | 61,970  | 63,501  | -6.2  | 575,276   | 558,058   | 3.1   |
| HUMMER Total               | 3,812   | 3,864   | -5.1  | 35,259    | 19,581    | 80.1  |
| Oldsmobile Total           | 992     | 3,359   | -71.6 | 22,824    | 36,934    | -38.2 |
| Other-Isuzu Total          | 468     | 488     | -7.8  | 3,296     | 3,683     | -10.5 |
| Pontiac Total              | 4,547   | 6,448   | -32.2 | 66,942    | 75,629    | -11.5 |
| Saturn Total               | 6,941   | 9,304   | -28.3 | 81,924    | 75,477    | 8.5   |
| GM North America<br>Total* | 276,707 | 300,188 | -11.4 | 2,780,943 | 2,775,179 | 0.2   |
| Chevrolet Total            | 173     | 116     | 43.4  | 1,444     | 1,486     | -2.8  |
| GMC Total                  | 431     | 297     | 39.5  | 3,507     | 2,810     | 24.8  |
| Other-Isuzu Total          | 1,095   | 927     | 13.6  | 9,827     | 10,025    | -2.0  |
| GM Import Total            | 1,699   | 1,340   | 21.9  | 14,778    | 14,321    | 3.2   |

### GM Light Truck Deliveries by Production Source and Marketing Division

|                            | 2003    | 2002    | %Chg  | 2003      | 2002      | %Chg  |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total                | 10,176  | 5,958   | 64.2  | 77,440    | 61,468    | 26.0  |
| Cadillac Total             | 9,206   | 5,268   | 68.0  | 64,792    | 49,644    | 30.5  |
| Chevrolet Total            | 177,154 | 200,988 | -15.2 | 1,841,440 | 1,887,205 | -2.4  |
| GMC Total                  | 60,524  | 62,294  | -6.6  | 563,479   | 544,873   | 3.4   |
| HUMMER Total               | 3,812   | 3,864   | -5.1  | 35,259    | 19,581    | 80.1  |
| Oldsmobile Total           | 992     | 3,359   | -71.6 | 22,824    | 36,934    | -38.2 |
| Pontiac Total              | 4,547   | 6,448   | -32.2 | 66,942    | 75,629    | -11.5 |
| Saturn Total               | 6,941   | 9,304   | -28.3 | 81,924    | 75,477    | 8.5   |
| GM North America<br>Total* | 273,352 | 297,483 | -11.6 | 2,754,100 | 2,750,811 | 0.1   |

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

| GM Light Truck Deliveries by Marketing Division |         |         |       |           |           |       |
|---|---------|---------|-------|-----------|-----------|-------|
| Buick Total                                     | 10,176  | 5,958   | 64.2  | 77,440    | 61,468    | 26.0  |
| Cadillac Total                                  | 9,206   | 5,268   | 68.0  | 64,792    | 49,644    | 30.5  |
| Chevrolet Total                                 | 177,154 | 200,988 | -15.2 | 1,841,440 | 1,887,205 | -2.4  |
| GMC Total                                       | 60,524  | 62,294  | -6.6  | 563,479   | 544,873   | 3.4   |
| HUMMER Total                                    | 3,812   | 3,864   | -5.1  | 35,259    | 19,581    | 80.1  |
| Oldsmobile Total                                | 992     | 3,359   | -71.6 | 22,824    | 36,934    | -38.2 |
| Pontiac Total                                   | 4,547   | 6,448   | -32.2 | 66,942    | 75,629    | -11.5 |
| Saturn Total                                    | 6,941   | 9,304   | -28.3 | 81,924    | 75,477    | 8.5   |
| GM Total  | 273,352 | 297,483 | -11.6 | 2,754,100 | 2,750,811 | 0.1   |

\* Includes US/Canada/Mexico

GM Production Schedule - 01/05/04

| Units 000s                | GMNA |        |       | GME2 | GMLAAM | GMAP | Total<br>Worldwide | Memo: JV1 |       |
|---------------------------|------|--------|-------|------|--------|------|--------------------|-----------|-------|
|                           | Carl | Truck1 | Total |      |        |      |                    | Car       | Truck |
| 2003 Q4 #                 | 558  | 825    | 1,383 | 446  | 157    | 134  | 2,120              | 16        | 19    |
| O/(U) prior<br>forecast:@ | 8    | 5      | 13    | 0    | 2      | 11   | 26                 | 0         | (1)   |
| 2004 Q1 #                 | 533  | 817    | 1,350 | 470  | 169    | 122  | 2,111              | 19        | 25    |
| O/(U) prior<br>forecast:@ | 0    | 0      | 0     | (10) | 18     | 0    | 8                  | 0         | 0     |

| Units 000s | GMNA  |        |       | GME2  | GMLAAM | GMAP | Total<br>Worldwide | Memo: JV1 |       |
|------------|-------|--------|-------|-------|--------|------|--------------------|-----------|-------|
|            | Carl  | Truck1 | Total |       |        |      |                    | Car       | Truck |
| 2000       |       |        |       |       |        |      |                    |           |       |
| 1st Qtr.   | 746   | 775    | 1,521 | 572   | 118    | 40   | 2,251              | 24        | 13    |
| 2nd Qtr.   | 787   | 781    | 1,568 | 534   | 140    | 45   | 2,287              | 19        | 17    |
| 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    |

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

|            |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 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 | 16    | 19    |
|            | ----  | ----  | ----- | ----- | ----  | ----  | ----- | ----  | ----  |
| CY         | 2,457 | 3,182 | 5,639 | 1,770 | 561   | 307   | 8,277 | 62    | 67    |
| 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   | 134   | 2,120 | 16    | 19    |
|            | ----  | ----  | ----- | ----- | ----  | ----  | ----- | ----  | ----  |
| CY #       | 2,185 | 3,274 | 5,459 | 1,818 | 547   | 421   | 8,245 | 75    | 83    |
| 2004       |       |       |       |       |       |       |       |       |       |
| 1st Qtr. # | 533   | 817   | 1,350 | 470   | 169   | 122   | 2,111 | 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.

GENERAL MOTORS CORPORATION

(Registrant)

Date: January 5, 2004

By: /s/PETER R. BIBLE.

-----  
(Peter R. Bible,  
Chief Accounting Officer)