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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
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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

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GM Truck Deliveries - (United States)
March 2004

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

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Selling Days (S/D)	26	26
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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

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* 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)
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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
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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
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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
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@ 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)