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GENERAL MOTORS CORP
Form 8-K
August 03, 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) August 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) | 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

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ITEM 5. OTHER EVENTS

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

GM Reports July Sales of 459,263, Highest Volume in '04

Record July Truck Sales

Second-Best Utility Sales Ever

Cadillac Has Best Monthly Sales Since 1990

DETROIT - General Motors had its best sales month so far this year in July, as dealers sold 459,263 new cars and trucks. The total was down 3 percent when compared to very strong year-ago sales. GM's overall truck sales (278,454) were down 3 percent from record year-ago levels, while car sales (180,809) declined 4.5 percent.

"July was a good month for GM, rebounding nicely from June," said John Smith, group vice president of GM North America Vehicle Sales, Service and Marketing. "We had solid growth in both sales volume and share, led by record utility sales and increasing momentum of our launch vehicles, such as the Chevrolet Malibu. Additionally, we had strong luxury sales due in large part to the continued growth at Cadillac. Over the next few months, GM will launch several important vehicles such as the Pontiac G6, Buick LaCrosse, Cadillac STS and Chevrolet Cobalt. These products, combined with a strengthening economy will drive continued sales momentum throughout the balance of the year."

GM Truck Sales

GM's industry-leading truck lineup had record July sales, led by record GMC sales (61,269) and the second-best month ever for sport utility deliveries (137,181), which were up 11 percent. This is the fourth month this year in which GM utility sales topped 100,000 units, a monthly sales benchmark no other manufacturer has achieved. Sales of large utilities (49,891) increased 2 percent. Large luxury utilities (9,259) were up 23 percent, led by increases for the Escalade and Escalade ESV. Small utilities (17,131) jumped 49 percent, paced by the Saturn Vue (8,846), which was up 15 percent.

Sales of GM full-size pickups (92,509) reached their highest level for the year and led the industry.

GM Car Sales

GM car sales totaled 180,809 units. Luxury car sales (23,608) improved 7 percent, led by record Cadillac CTS deliveries (5,264), up 26 percent and DeVille sales (8,689), up 7 percent. Malibu reached its highest sales level since it was introduced with 23,979 deliveries, a noteworthy 124 percent increase compared to last year.

Divisional Highlights

Chevrolet - In addition to strong Malibu sales, Corvette sales also were up, with 3,492 deliveries, a 67.5 percent improvement over last July. TrailBlazer had record July sales with 30,916 deliveries, up 6 percent. Colorado deliveries were 12,482 units. Equinox sales were 6,831.

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Cadillac - Cadillac continued to build on the strong sales performance achieved in the first half of the year with its best monthly sales performance since 1990. Total sales (23,920) were up 32.5 percent, led by truck sales (9,398), which jumped 97 percent compared to year-ago levels. Escalade led the increase in Cadillac truck sales, with 4,372 deliveries, a 54 percent improvement and a new monthly record. Escalade ESV also had record sales (1,464), up 46 percent. SRX had 2,644 deliveries.

GMC - GMC had record July sales (61,269), a 1 percent increase compared to strong year-ago levels. Yukon continued its strong sales pace with 9,728 deliveries, an 18 percent improvement over last July and a new record. Sierra also had record July sales with 20,234 deliveries. Canyon sales reached 2,820 units, its best results since introduction.

HUMMER - HUMMER had 2,505 deliveries in July, its best sales month for the calendar year-to-date. H2 deliveries were 2,484, and sales of the H2 SUT continue to build as the vehicle arrives in more dealers' showrooms.

Pontiac - Pontiac sales (40,608) were up 6 percent compared to year-ago levels. Pontiac car deliveries (35,525) increased 11 percent compared to July 2003. Bonneville sales (3,106) increased 49 percent, partially due to GXP sales. Grand Prix deliveries in July reached 10,923, a 33 percent improvement. Vibe sales were 6,818, a 41.5 percent improvement and a new monthly record.

Buick - Total sales (32,454) were up 6 percent compared to July 2003, led by truck deliveries (8,744), which were up 61.5 percent. Rendezvous sales (6,320) improved 17 percent, and Rainier achieved 2,424 deliveries, up 60 percent over June and its highest monthly sales for the calendar year-to-date.

Saturn - Vue sales (8,846) continued the strong sales pace established in the first half of the year with a 15 percent improvement over year-ago levels and a new July record.

Certified Used Vehicles

July 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 46,670 units, up 4 percent from the previous month and up 11 percent from July 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, set a new monthly sales record for the certified pre-owned segment with July sales of 38,940 units, up 11 percent compared to year-ago levels and up 4 percent from last month.

Cadillac Certified Pre-Owned Vehicles posted sales of 3,371 units, up 17 percent from last July. Used Cars from Saturn sold 3,524 units, up nearly 14 percent from July 2003. Saab Certified Pre-Owned Vehicles sold 835 units in July, down 16 percent from July 2003.

"GM set the pace in the certified pre-owned segment in July, with GM Certified Used Vehicles posting a new monthly sales record for the category, and Cadillac Certified Pre-Owned and Used Cars from Saturn recording double-digit increases," Smith said. "Across all brands, GM continues to drive the certified pre-owned category, with year-to-date sales up 10 percent from the same period in 2003."

GM North America Announces July Production Results, 2004 Third-Quarter Production Forecast Remains Unchanged

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In July GM North America produced 246,500 vehicles (90,000 cars and 156,500 trucks) in North America, compared to 288,000 vehicles (103,000 cars and 185,000 trucks) produced in July 2003. Production totals include joint venture production of 15,000 vehicles in July 2004 and 12,000 in July 2003.

Also, GM North America's 2004 third-quarter production forecast remains unchanged at 1.2 million vehicles (475,000 cars and 725,000 trucks). In the third quarter of 2003, GM North America built 1.245 million vehicles (492,000 cars and 753,000 trucks).

GM also announced current third-quarter production forecasts for its international regions:

GM Europe - The region's current third-quarter forecast is 399,000 vehicles, up 2,000 vehicles from last month's forecast of 397,000 vehicles. In the third quarter of 2003, GM Europe built 393,000 vehicles.

GM Asia Pacific - The region's current third-quarter production forecast remains unchanged at 153,000 vehicles. In the third quarter of 2003, the Asia Pacific region built 120,000 vehicles.

GM Latin America, Africa and the Middle East - GM's current third-quarter production guidance for the region is 191,000 vehicles, up 1,000 vehicles from last month's guidance. The region built 135,000 vehicles in the third 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 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:

| | July | | | Calendar Year-to-Date January - July | | |
|---------------------|---------|---------|------------------|---|-----------|------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Curr S/D: 27 | | | | | | |
| Prev S/D: 26 | | | | | | |
| Vehicle Total | 459,263 | 458,022 | -3.4 | 2,754,884 | 2,742,356 | 0.5 |
| Car Total | 180,809 | 182,297 | -4.5 | 1,126,347 | 1,151,773 | -2.2 |
| Truck Total | 278,454 | 275,725 | -2.8 | 1,628,537 | 1,590,583 | 2.4 |
| Light Truck Total | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |
| Light Vehicle Total | 454,963 | 454,613 | -3.6 | 2,726,889 | 2,719,089 | 0.3 |

| Market Division Vehicle Total | July | | | Calendar Year-to-Date January - July | | |
|----------------------------------|---------|---------|------------------|---|-----------|-------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Buick | 32,454 | 29,594 | 5.6 | 194,910 | 197,737 | -1.4 |
| Cadillac | 23,920 | 17,386 | 32.5 | 129,912 | 112,932 | 15.0 |
| Chevrolet | 269,240 | 271,975 | -4.7 | 1,581,519 | 1,540,410 | 2.7 |
| GMC | 61,269 | 58,212 | 1.4 | 344,391 | 320,841 | 7.3 |
| HUMMER | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Oldsmobile | 1,388 | 9,165 | -85.4 | 25,155 | 76,764 | -67.2 |
| Other - Isuzu | 1,548 | 1,188 | 25.5 | 8,367 | 7,550 | 10.8 |
| Pontiac | 40,608 | 37,031 | 5.6 | 296,244 | 264,196 | 12.1 |
| Saab | 3,458 | 4,402 | -24.4 | 22,888 | 28,876 | -20.7 |
| Saturn | 22,873 | 26,415 | -16.6 | 136,166 | 173,421 | -21.5 |

Sales of Domestically Produced Vehicles

| | | | | | | |
|-------------|---------|---------|------|-----------|-----------|------|
| Car | 172,125 | 177,895 | -6.8 | 1,073,291 | 1,122,882 | -4.4 |
| Light Truck | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |

Twenty-seven selling days for the July 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)
July 2004

| July | Calendar Year-to-Date January - July |
|------|---|
|------|---|

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| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
|--------------------|---------|---------|-----------------|-----------|-----------|-------|
| Selling Days (S/D) | 27 | 26 | | | | |
| Century | 6,748 | 8,141 | -20.2 | 47,488 | 58,377 | -18.7 |
| LeSabre | 14,447 | 12,531 | 11.0 | 71,942 | 70,770 | 1.7 |
| Park Avenue | 1,549 | 1,730 | -13.8 | 12,139 | 15,486 | -21.6 |
| Regal | 966 | 1,979 | -53.0 | 11,208 | 14,011 | -20.0 |
| Buick Total | 23,710 | 24,381 | -6.4 | 142,777 | 158,644 | -10.0 |
| Catera | 0 | 0 | ***.* | 0 | 15 | ***.* |
| CTS | 5,264 | 4,034 | 25.7 | 34,497 | 29,800 | 15.8 |
| DeVille | 8,689 | 7,799 | 7.3 | 38,760 | 40,922 | -5.3 |
| Eldorado | 0 | 1 | ***.* | 7 | 186 | -96.2 |
| Seville | 320 | 953 | -67.7 | 2,569 | 11,804 | -78.2 |
| XLR | 249 | 0 | ***.* | 2,159 | 0 | ***.* |
| Cadillac Total | 14,522 | 12,787 | 9.4 | 77,992 | 82,727 | -5.7 |
| Aveo | 4,329 | 0 | ***.* | 25,584 | 0 | ***.* |
| Camaro | 0 | 66 | ***.* | 127 | 999 | -87.3 |
| Cavalier | 19,952 | 27,614 | -30.4 | 123,870 | 155,960 | -20.6 |
| Classic | 6,896 | 5,314 | 25.0 | 62,083 | 11,325 | 448.2 |
| Corvette | 3,492 | 2,007 | 67.5 | 21,880 | 18,953 | 15.4 |
| Impala | 23,976 | 30,967 | -25.4 | 163,436 | 164,915 | -0.9 |
| Lumina | 0 | 0 | ***.* | 0 | 15 | ***.* |
| Malibu | 23,979 | 10,298 | 124.2 | 90,133 | 83,511 | 7.9 |
| Metro | 0 | 0 | ***.* | 0 | 1 | ***.* |
| Monte Carlo | 5,662 | 7,543 | -27.7 | 32,436 | 38,677 | -16.1 |
| Prizm | 0 | 0 | ***.* | 5 | 16 | -68.8 |
| SSR | 572 | 0 | ***.* | 6,014 | 0 | ***.* |
| Chevrolet Total | 88,858 | 83,809 | 2.1 | 525,568 | 474,372 | 10.8 |
| Alero | 694 | 6,832 | -90.2 | 18,082 | 57,668 | -68.6 |
| Aurora | 15 | 306 | -95.3 | 179 | 2,568 | -93.0 |
| Intrigue | 0 | 59 | ***.* | 55 | 693 | -92.1 |
| Oldsmobile Total | 709 | 7,197 | -90.5 | 18,316 | 60,929 | -69.9 |
| Bonneville | 3,106 | 2,004 | 49.2 | 18,753 | 15,016 | 24.9 |
| Firebird | 0 | 44 | ***.* | 109 | 813 | -86.6 |
| Grand Am | 10,004 | 11,005 | -12.5 | 93,939 | 81,201 | 15.7 |
| Grand Prix | 10,923 | 7,918 | 32.8 | 81,813 | 60,484 | 35.3 |
| GTO | 897 | 0 | ***.* | 4,584 | 0 | ***.* |
| Sunfire | 3,777 | 5,099 | -28.7 | 22,260 | 25,385 | -12.3 |
| Vibe | 6,818 | 4,641 | 41.5 | 38,307 | 38,730 | -1.1 |
| Pontiac Total | 35,525 | 30,711 | 11.4 | 259,765 | 221,629 | 17.2 |
| 9-2X | 135 | 0 | ***.* | 184 | 0 | ***.* |
| 9-3 | 2,370 | 2,890 | -21.0 | 17,156 | 20,846 | -17.7 |
| 9-5 | 953 | 1,512 | -39.3 | 5,548 | 8,030 | -30.9 |
| Saab Total | 3,458 | 4,402 | -24.4 | 22,888 | 28,876 | -20.7 |
| ION | 12,333 | 14,488 | -18.0 | 64,011 | 71,018 | -9.9 |
| Saturn L Series | 1,694 | 4,364 | -62.6 | 15,030 | 46,912 | -68.0 |
| Saturn S Series | 0 | 158 | ***.* | 0 | 6,666 | ***.* |
| Saturn Total | 14,027 | 19,010 | -28.9 | 79,041 | 124,596 | -36.6 |
| GM Total | 180,809 | 182,297 | -4.5 | 1,126,347 | 1,151,773 | -2.2 |

GM Car Deliveries by Production Source

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| | | | | | | |
|--------------------|---------|---------|------|-----------|-----------|------|
| GM North America * | 172,125 | 177,895 | -6.8 | 1,073,291 | 1,122,882 | -4.4 |
| GM Import | 8,684 | 4,402 | 90.0 | 53,056 | 28,891 | 83.6 |
| GM Total | 180,809 | 182,297 | -4.5 | 1,126,347 | 1,151,773 | -2.2 |

* Includes U.S./Canada/Mexico

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

| | July | | | Calendar Year-to-Date January - July | | |
|--------------------|------|------|-----------------|---|------|------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 27 | 26 | | | | |

GM Car Deliveries by Production Source and Marketing Division

| | | | | | | |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 23,710 | 24,381 | -6.4 | 142,777 | 158,644 | -10.0 |
| Cadillac Total | 14,522 | 12,787 | 9.4 | 77,992 | 82,712 | -5.7 |
| Chevrolet Total | 84,529 | 83,809 | -2.9 | 499,984 | 474,372 | 5.4 |
| Oldsmobile Total | 709 | 7,197 | -90.5 | 18,316 | 60,929 | -69.9 |
| Pontiac Total | 34,628 | 30,711 | 8.6 | 255,181 | 221,629 | 15.1 |
| Saturn Total | 14,027 | 19,010 | -28.9 | 79,041 | 124,596 | -36.6 |
| GM North America Total* | 172,125 | 177,895 | -6.8 | 1,073,291 | 1,122,882 | -4.4 |
| Cadillac Total | 0 | 0 | ***.* | 0 | 15 | ***.* |
| Chevrolet Total | 4,329 | 0 | ***.* | 25,584 | 0 | ***.* |
| Pontiac Total | 897 | 0 | ***.* | 4,584 | 0 | ***.* |
| Saab Total | 3,458 | 4,402 | -24.4 | 22,888 | 28,876 | -20.7 |
| GM Import Total | 8,684 | 4,402 | 90.0 | 53,056 | 28,891 | 83.6 |

GM Vehicle Deliveries by Marketing Division

| | | | | | | |
|-------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 32,454 | 29,594 | 5.6 | 194,910 | 197,737 | -1.4 |
| Cadillac Total | 23,920 | 17,386 | 32.5 | 129,912 | 112,932 | 15.0 |
| Chevrolet Total | 269,240 | 271,975 | -4.7 | 1,581,519 | 1,540,410 | 2.7 |
| GMC Total | 61,269 | 58,212 | 1.4 | 344,391 | 320,841 | 7.3 |
| HUMMER Total | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Oldsmobile Total | 1,388 | 9,165 | -85.4 | 25,155 | 76,764 | -67.2 |
| Other-Isuzu Total | 1,548 | 1,188 | 25.5 | 8,367 | 7,550 | 10.8 |
| Pontiac Total | 40,608 | 37,031 | 5.6 | 296,244 | 264,196 | 12.1 |
| Saab Total | 3,458 | 4,402 | -24.4 | 22,888 | 28,876 | -20.7 |
| Saturn Total | 22,873 | 26,415 | -16.6 | 136,166 | 173,421 | -21.5 |
| GM Total | 459,263 | 458,022 | -3.4 | 2,754,884 | 2,742,356 | 0.5 |

* Includes US/Canada/Mexico

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

Calendar Year-to-Date

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| | July | | | January - July | | |
|-------------------------------|---------|---------|-----------------|----------------|-----------|-------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 27 | 26 | | | | |
| Rainier | 2,424 | 0 | ***.* | 12,428 | 0 | ***.* |
| Rendezvous | 6,320 | 5,213 | 16.7 | 39,705 | 39,093 | 1.6 |
| Total Buick | 8,744 | 5,213 | 61.5 | 52,133 | 39,093 | 33.4 |
| Escalade | 4,372 | 2,732 | 54.1 | 20,932 | 17,855 | 17.2 |
| Escalade ESV | 1,464 | 966 | 45.9 | 8,324 | 6,623 | 25.7 |
| Escalade EXT | 918 | 901 | -1.9 | 5,828 | 5,727 | 1.8 |
| SRX | 2,644 | 0 | ***.* | 16,836 | 0 | ***.* |
| Total Cadillac | 9,398 | 4,599 | 96.8 | 51,920 | 30,205 | 71.9 |
| Astro | 2,807 | 2,666 | 1.4 | 22,302 | 25,896 | -13.9 |
| C/K Suburban(Chevy) | 12,016 | 12,219 | -5.3 | 67,552 | 69,003 | -2.1 |
| Chevy C/T Series | 21 | 68 | -70.3 | 241 | 573 | -57.9 |
| Chevy W Series | 235 | 189 | 19.7 | 1,391 | 1,253 | 11.0 |
| Colorado | 12,482 | 0 | ***.* | 62,733 | 0 | ***.* |
| Equinox | 6,831 | 0 | ***.* | 30,291 | 0 | ***.* |
| Express Cutaway/G Cut | 1,993 | 1,661 | 15.5 | 11,009 | 10,300 | 6.9 |
| Express Panel/G Van | 6,588 | 6,930 | -8.5 | 43,567 | 39,293 | 10.9 |
| Express/G Sportvan | 1,446 | 1,688 | -17.5 | 11,118 | 10,388 | 7.0 |
| Kodiak 4/5 Series | 635 | 530 | 15.4 | 4,612 | 4,169 | 10.6 |
| Kodiak 6/7/8 Series | 186 | 171 | 4.7 | 2,194 | 1,334 | 64.5 |
| S/T Blazer | 1,950 | 3,584 | -47.6 | 27,105 | 29,328 | -7.6 |
| S/T Pickup | 664 | 16,814 | -96.2 | 8,764 | 90,185 | -90.3 |
| Tahoe | 21,509 | 20,785 | -0.3 | 110,598 | 109,579 | 0.9 |
| Tracker | 1,454 | 3,647 | -61.6 | 11,763 | 23,223 | -49.3 |
| TrailBlazer | 30,916 | 28,076 | 6.0 | 153,748 | 152,856 | 0.6 |
| Venture | 6,374 | 7,389 | -16.9 | 49,672 | 51,831 | -4.2 |
| Avalanche | 7,933 | 9,633 | -20.7 | 50,042 | 52,719 | -5.1 |
| Silverado-C/K Pickupp | 64,342 | 72,116 | -14.1 | 387,249 | 394,108 | -1.7 |
| Chevrolet Fullsize Pickups | 72,275 | 81,749 | -14.9 | 437,291 | 446,827 | -2.1 |
| Chevrolet Total | 180,382 | 188,166 | -7.7 | 1,055,951 | 1,066,038 | -0.9 |
| Canyon | 2,820 | 0 | ***.* | 13,675 | 0 | ***.* |
| Envoy | 14,731 | 14,345 | -1.1 | 76,691 | 75,532 | 1.5 |
| GMC C/T Series | 21 | 89 | -77.3 | 320 | 1,184 | -73.0 |
| GMC W Series | 447 | 403 | 6.8 | 3,032 | 2,556 | 18.6 |
| S/T Jimmy | 0 | 0 | ***.* | 0 | 52 | ***.* |
| Safari (GMC) | 687 | 832 | -20.5 | 5,467 | 6,477 | -15.6 |
| Savana Panel/G Classic | 1,706 | 2,070 | -20.6 | 11,962 | 11,225 | 6.6 |
| Savana Special/G Cut | 2,603 | 1,727 | 45.1 | 14,932 | 6,775 | 120.4 |
| Savana/Rally | 243 | 284 | -17.6 | 1,508 | 1,982 | -23.9 |
| Sierra | 20,234 | 19,811 | -1.6 | 118,604 | 111,321 | 6.5 |
| Sonoma | 204 | 3,927 | -95.0 | 2,835 | 22,039 | -87.1 |
| Topkick 4/5 Series | 479 | 414 | 11.4 | 3,677 | 2,480 | 48.3 |
| Topkick 6/7/8 Series | 728 | 357 | 96.4 | 4,161 | 2,168 | 91.9 |
| Yukon | 9,728 | 7,912 | 18.4 | 51,835 | 43,268 | 19.8 |
| Yukon XL | 6,638 | 6,041 | 5.8 | 35,692 | 33,782 | 5.7 |
| GMC Total | 61,269 | 58,212 | 1.4 | 344,391 | 320,841 | 7.3 |
| HUMMER H1 | 21 | 52 | -61.1 | 300 | 377 | -20.4 |
| HUMMER H2 | 2,484 | 2,602 | -8.1 | 15,032 | 19,252 | -21.9 |

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| | | | | | | |
|---|---------|---------|-------|-----------|-----------|-------|
| HUMMER Total | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Bravada | 166 | 611 | -73.8 | 1,503 | 5,096 | -70.5 |
| Silhouette | 513 | 1,357 | -63.6 | 5,336 | 10,739 | -50.3 |
| Oldsmobile Total | 679 | 1,968 | -66.8 | 6,839 | 15,835 | -56.8 |
| Other-Isuzu F Series | 110 | 75 | 41.2 | 717 | 861 | -16.7 |
| Other-Isuzu N Series | 1,438 | 1,113 | 24.4 | 7,650 | 6,689 | 14.4 |
| Other-Isuzu Total | 1,548 | 1,188 | 25.5 | 8,367 | 7,550 | 10.8 |
| Aztek | 1,749 | 2,153 | -21.8 | 14,053 | 18,376 | -23.5 |
| Montana | 3,334 | 4,167 | -23.0 | 22,426 | 24,191 | -7.3 |
| Pontiac Total | 5,083 | 6,320 | -22.6 | 36,479 | 42,567 | -14.3 |
| VUE | 8,846 | 7,405 | 15.0 | 57,125 | 48,825 | 17.0 |
| Saturn Total | 8,846 | 7,405 | 15.0 | 57,125 | 48,825 | 17.0 |
| GM Total | 278,454 | 275,725 | -2.8 | 1,628,537 | 1,590,583 | 2.4 |
| GM TRUCK Deliveries by Production Source | | | | | | |
| GM North America * | 276,595 | 274,269 | -2.9 | 1,618,190 | 1,582,136 | 2.3 |
| GM Import | 1,859 | 1,456 | 22.9 | 10,347 | 8,447 | 22.5 |
| GM Total | 278,454 | 275,725 | -2.8 | 1,628,537 | 1,590,583 | 2.4 |
| GM Light Duty Truck Deliveries by Production Source | | | | | | |
| GM North America * | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |
| GM Import | 0 | 0 | ***.* | 0 | 0 | ***.* |
| GM Total | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |

* Includes U.S./Canada/Mexico

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

| | July | | | Calendar Year-to-Date January - July | | |
|--------------------|------|------|-----------------|---|------|------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 27 | 26 | | | | |

| GM TRUCK Deliveries by Production Source and Marketing Division | | | | | | |
|---|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 8,744 | 5,213 | 61.5 | 52,133 | 39,093 | 33.4 |
| Cadillac Total | 9,398 | 4,599 | 96.8 | 51,920 | 30,205 | 71.9 |
| Chevrolet Total | 180,231 | 188,026 | -7.7 | 1,055,080 | 1,065,201 | -1.0 |
| GMC Total | 60,885 | 57,887 | 1.3 | 341,880 | 318,878 | 7.2 |
| HUMMER Total | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Oldsmobile Total | 679 | 1,968 | -66.8 | 6,839 | 15,835 | -56.8 |
| Other-Isuzu Total | 224 | 197 | 9.5 | 1,402 | 1,903 | -26.3 |
| Pontiac Total | 5,083 | 6,320 | -22.6 | 36,479 | 42,567 | -14.3 |
| Saturn Total | 8,846 | 7,405 | 15.0 | 57,125 | 48,825 | 17.0 |
| GM North America | | | | | | |

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| | | | | | | |
|-------------------|---------|---------|------|-----------|-----------|------|
| Total* | 276,595 | 274,269 | -2.9 | 1,618,190 | 1,582,136 | 2.3 |
| Chevrolet Total | 151 | 140 | 3.9 | 871 | 837 | 4.1 |
| GMC Total | 384 | 325 | 13.8 | 2,511 | 1,963 | 27.9 |
| Other-Isuzu Total | 1,324 | 991 | 28.7 | 6,965 | 5,647 | 23.3 |
| GM Import Total | 1,859 | 1,456 | 22.9 | 10,347 | 8,447 | 22.5 |

GM Light Truck Deliveries by Production Source and Marketing Division

| | | | | | | |
|-------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 8,744 | 5,213 | 61.5 | 52,133 | 39,093 | 33.4 |
| Cadillac Total | 9,398 | 4,599 | 96.8 | 51,920 | 30,205 | 71.9 |
| Chevrolet Total | 179,305 | 187,208 | -7.8 | 1,047,513 | 1,058,709 | -1.1 |
| GMC Total | 59,594 | 56,949 | 0.8 | 333,201 | 312,453 | 6.6 |
| HUMMER Total | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Oldsmobile Total | 679 | 1,968 | -66.8 | 6,839 | 15,835 | -56.8 |
| Pontiac Total | 5,083 | 6,320 | -22.6 | 36,479 | 42,567 | -14.3 |
| Saturn Total | 8,846 | 7,405 | 15.0 | 57,125 | 48,825 | 17.0 |
| GM North America Total* | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |

GM Light Truck Deliveries by Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total | 8,744 | 5,213 | 61.5 | 52,133 | 39,093 | 33.4 |
| Cadillac Total | 9,398 | 4,599 | 96.8 | 51,920 | 30,205 | 71.9 |
| Chevrolet Total | 179,305 | 187,208 | -7.8 | 1,047,513 | 1,058,709 | -1.1 |
| GMC Total | 59,594 | 56,949 | 0.8 | 333,201 | 312,453 | 6.6 |
| HUMMER Total | 2,505 | 2,654 | -9.1 | 15,332 | 19,629 | -21.9 |
| Oldsmobile Total | 679 | 1,968 | -66.8 | 6,839 | 15,835 | -56.8 |
| Pontiac Total | 5,083 | 6,320 | -22.6 | 36,479 | 42,567 | -14.3 |
| Saturn Total | 8,846 | 7,405 | 15.0 | 57,125 | 48,825 | 17.0 |
| GM Total | 274,154 | 272,316 | -3.1 | 1,600,542 | 1,567,316 | 2.1 |

* Includes US/Canada/Mexico

GM Production Schedule - 08/03/04

| Units 000s | GMNA | | | | | | Total Worldwide | Memo: JV1 | |
|------------------------|------|-------|-------|------|--------|------|-----------------|-----------|-------|
| | Carl | Truck | Total | GME2 | GMLAAM | GMAP | | Car | Truck |
| 2004 Q3 # | 475 | 725 | 1,200 | 399 | 191 | 153 | 1,943 | 18 | 46 |
| O/(U) prior forecast:@ | 0 | 0 | 0 | 2 | 1 | 0 | 3 | 0 | 0 |

| 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 |
| 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 |

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| | | | | | | | | | |
|------------|-------|-------|-------|-------|-----|-----|-------|----|----|
| 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 | 158 | 116 | 2,082 | 19 | 19 |
| 2nd Qtr. | 542 | 845 | 1,387 | 489 | 173 | 145 | 2,194 | 18 | 48 |
| 3rd Qtr. # | 475 | 725 | 1,200 | 399 | 191 | 153 | 1,943 | 18 | 46 |
| | ----- | ----- | ----- | ----- | --- | --- | ----- | -- | -- |

@ 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.

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GENERAL MOTORS CORPORATION

(Registrant)

Date: August 3, 2004

By: /s/PETER R. BIBLE

(Peter R. Bible,
Chief Accounting Officer)