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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		
Curr S/D: 27			% Chg			
Prev S/D: 26	2004	2003	per S/D	2004	2003	%Chg
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	Memo: JV1	
	Carl	Truck	Total	GME2	GMLAAM	GMAP	Worldwide	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	Memo: JV1	
	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.	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
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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
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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
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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
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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.

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)