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GENERAL MOTORS CORP
Form 8-K
March 02, 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) March 2, 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 March 2, 2004, General Motors Corporation (GM) issued a news release announcing February 2004 sales. The release is as follows:

GM Reports February Sales of 353,117, Up 6 Percent

Car Deliveries Up 9 Percent and Truck Deliveries Up 4 Percent
Led by Strong GMC Sales

Cadillac Sales Up 10 Percent Paced by Record CTS Deliveries

DETROIT - General Motors dealers sold 353,117 new cars and trucks in February, up 6 percent compared to February 2003. GM's truck sales (196,106) were up 4 percent and car sales (157,011) were up 9 percent.

"GM's February sales improved nicely compared to last month and the prior year, giving us momentum as we move into the spring selling season," said John Smith, group vice president, GM North America Vehicle, Sales, Service and Marketing. "We continued to achieve sales increases in growing areas of the business - trucks and luxury vehicles - led by strong performances at Cadillac, GMC and Chevrolet. We also saw sales gains by important car entries like the Cadillac CTS and Pontiac Grand Prix."

GM Truck Sales

Sales of GM's industry-leading truck lineup continued at a strong pace in February. Total truck sales were up 4 percent, led by deliveries of full-size pickups (68,679), which improved 5.5 percent and led the industry. Sales of Chevrolet full-size pickups (54,481) were up 4 percent compared to a year ago, and GMC Sierra sales (14,198) improved 12 percent. Deliveries of GM large utilities (33,440) were up 31 percent, led by the Chevrolet Tahoe (13,760), up 29 percent and record sales of GMC Yukon (6,837), which gained 52 percent.

GM Car Sales

GM's total car deliveries were up 9 percent compared to February 2002. Deliveries of entry-level vehicles (36,110) improved 9 percent, paced by Chevrolet Cavalier sales (21,092), up 23 percent, record Saturn ION deliveries (7,723), which gained 5 percent, and Pontiac Sunfire (3,261), which improved 52 percent. Sales increases also were achieved by Cadillac CTS (4,838), which was 36 percent above year-ago levels and established a new monthly record and Chevrolet Corvette (2,382), which was up 38 percent.

Divisional Highlights

Chevrolet - Total Chevrolet sales in February were 200,232, up 10 percent from last year. Car deliveries (75,877) were up 32.5 percent, with gains by Cavalier (21,092), up 23 percent and Corvette (2,382), up 38 percent. Chevrolet full-size trucks continued to show sales strength. Tahoe deliveries (13,760) were up 29

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percent, and Suburban sales (8,618) were up 26 percent. Silverado had a solid month with 48,136 deliveries, up 9 percent.

Cadillac - Cadillac sales (16,983) improved 10 percent from year-ago levels. Truck deliveries (6,392) established a new monthly record and were up 66 percent as a result of strong sales of the Escalade portfolio (4,109) and the new SRX (2,283). Escalade ESV sales (953) were up 11 percent and set a new February record. Cadillac passenger car deliveries were paced by record CTS sales (4,838), a 36 percent improvement.

GMC - GMC continued to build on its 2003 record performance. February sales (41,467) increased 14 percent over year-ago results. Sierra sales (14,198) were up 12 percent. Yukon sales established a new monthly record with 6,837 deliveries, a 52 percent gain. Yukon XL sales (4,225) were up 20 percent.

HUMMER - HUMMER sales totaled 2,141 units, up 20 percent from January, as inventory gets replenished from December's extremely high sales volumes. H2 deliveries were 2,103.

Pontiac - Pontiac sales were up 19.5 percent with 39,297 deliveries. Car sales (34,404) were up 30 percent in February, with Grand Prix deliveries (13,132) up 91 percent, Grand Am (11,192) improved 9 percent, and Sunfire (3,261) was 52 percent above year-ago levels. GTO had 606 deliveries.

Saturn - VUE posted a new monthly sales record with 6,539 deliveries, a 33.5 percent gain over last February. ION deliveries (7,732) improved 5 percent and established a new monthly record.

Certified Used Vehicles

February sales for all GM certified used vehicle brands, including GM Certified Used Vehicles, Cadillac, Saturn and Saab, were 42,887 units, up 12 percent from year-ago levels.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, led the way with record February sales of 36,336 units, a 12 percent increase over February 2003 and the strongest single-month sales performance for any brand in the history of the certified used segment. Cadillac Certified Pre-Owned Vehicles had 2,632 sales in February, comparable to last year. Used Cars from Saturn sold 3,219 units, up 11 percent. Saab Certified Pre-Owned Vehicles had 711 sales, up 61 percent.

"GM Certified Used Vehicles continued its outstanding sales momentum in 2004 with an increase of 12 percent and a single-month sales record for the certified segment," Smith said. "Across all of GM's certified brands, including Cadillac, Saab and Saturn, sales also were up 12 percent."

GM North America Announces February Production Results and Initial 2004 Second-Quarter Production Forecast; 2004 First-Quarter Production Forecast Remains Unchanged

In February, GM North America produced 436,000 vehicles (173,000 cars and 263,000 trucks) in North America, compared to 478,000 vehicles (192,000 cars and 286,000 trucks) produced in February 2003. Production totals include joint venture production of 9,500 vehicles in February 2004 and 14,400 vehicles in February 2003.

GM North America's current 2004 first-quarter production forecast remains unchanged at 1.35 million vehicles (523,000 cars and 827,000 trucks). In the first quarter of 2003, GM North America produced 1.451 million vehicles (591,100 cars and 860,000 trucks).

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Additionally, GM North America's initial 2004 second-quarter production forecast is 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 initial 2004 second-quarter production forecasts for its international regions:

GM Europe - The region's current 2004 first-quarter production forecast is 463,000, down 5,000 units from last month's guidance. GM Europe built 491,000 vehicles in the first quarter of 2003. The region's initial 2004 second-quarter production forecast is 510,000 vehicles. GM Europe built 488,000 units in the second quarter of 2003.

GM Asia Pacific - GM Asia Pacific's current first-quarter production forecast remains unchanged at 116,000 vehicles. GM's Asia Pacific region built 77,000 vehicles in the first quarter of 2003. The region's initial 2004 second-quarter forecast is 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 first-quarter forecast is 160,000 vehicles, up 3,000 vehicles from last month's guidance. The region built 127,000 vehicles in the first quarter of 2003. The region's initial 2004 second-quarter production forecast is 173,000 units, compared to 128,000 units built 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-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:

| | February | | Calendar Year-to-Date January - February | | | |
|--------------|----------|------|---|------|------|------|
| | | | | | | |
| Curr S/D: 24 | | | % | | | |
| Prev S/D: 24 | 2004 | 2003 | Chg | 2004 | 2003 | %Chg |
| | | | per S/D | | | |

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| | | | | | | |
|---------------------|---------|---------|-----|---------|---------|------|
| Vehicle Total | 353,117 | 333,572 | 5.9 | 652,167 | 626,658 | 4.1 |
| Car Total | 157,011 | 144,618 | 8.6 | 281,464 | 289,093 | -2.6 |
| Truck Total | 196,106 | 188,954 | 3.8 | 370,703 | 337,565 | 9.8 |
| Light Truck Total | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |
| Light Vehicle Total | 349,841 | 331,167 | 5.6 | 646,233 | 622,204 | 3.9 |

| Market Division Vehicle Total | February | | | Calendar Year-to-Date January - February | | |
|----------------------------------|----------|---------|------------------|---|---------|-------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Buick | 27,017 | 28,697 | -5.9 | 48,522 | 58,389 | -16.9 |
| Cadillac | 16,983 | 15,500 | 9.6 | 31,744 | 29,554 | 7.4 |
| Chevrolet | 200,232 | 182,235 | 9.9 | 367,431 | 331,492 | 10.8 |
| GMC | 41,467 | 36,460 | 13.7 | 80,369 | 64,667 | 24.3 |
| HUMMER | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |
| Oldsmobile | 6,178 | 11,203 | -44.9 | 10,379 | 20,261 | -48.8 |
| Other - Isuzu | 939 | 841 | 11.7 | 1,797 | 1,597 | 12.5 |
| Pontiac | 39,297 | 32,896 | 19.5 | 72,368 | 68,532 | 5.6 |
| Saab | 2,701 | 3,598 | -24.9 | 4,348 | 6,149 | -29.3 |
| Saturn | 16,162 | 19,429 | -16.8 | 31,141 | 40,447 | -23.0 |

Sales of Domestically Produced Vehicles

| | | | | | | |
|-------------|---------|---------|-----|---------|---------|------|
| Car | 150,857 | 141,019 | 7.0 | 271,628 | 282,941 | -4.0 |
| Light Truck | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |

Twenty-four selling days for the February period this year and twenty-four 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.

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GM Car Deliveries - (United States)
February 2004

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

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| Selling Days (S/D) | 24 | 24 | | | | |
|--|---------|---------|-------|---------|---------|-------|
| Century | 4,916 | 10,008 | -50.9 | 11,710 | 23,828 | -50.9 |
| LeSabre | 10,492 | 7,296 | 43.8 | 17,029 | 14,237 | 19.6 |
| Park Avenue | 1,963 | 2,410 | -18.5 | 3,157 | 4,070 | -22.4 |
| Regal | 1,554 | 2,185 | -28.9 | 2,352 | 3,483 | -32.5 |
| Buick Total | 18,925 | 21,899 | -13.6 | 34,248 | 45,618 | -24.9 |
| Catera | 0 | 1 | ***.* | 0 | 3 | ***.* |
| CTS | 4,838 | 3,552 | 36.2 | 8,116 | 6,368 | 27.4 |
| DeVille | 4,991 | 5,622 | -11.2 | 10,592 | 11,562 | -8.4 |
| Eldorado | 0 | 35 | ***.* | 0 | 107 | ***.* |
| Seville | 442 | 2,439 | -81.9 | 863 | 4,826 | -82.1 |
| XLR | 320 | 0 | ***.* | 547 | 0 | ***.* |
| Cadillac Total | 10,591 | 11,649 | -9.1 | 20,118 | 22,866 | -12.0 |
| Aveo | 2,847 | 0 | ***.* | 4,406 | 0 | ***.* |
| Camaro | 2 | 156 | -98.7 | 9 | 367 | -97.5 |
| Cavalier | 21,092 | 17,191 | 22.7 | 32,933 | 34,183 | -3.7 |
| Classic | 11,602 | 0 | ***.* | 18,892 | 0 | ***.* |
| Corvette | 2,382 | 1,724 | 38.2 | 5,368 | 3,192 | 68.2 |
| Impala | 23,288 | 20,088 | 15.9 | 42,449 | 36,823 | 15.3 |
| Lumina | 0 | 0 | ***.* | 0 | 0 | ***.* |
| Malibu | 8,835 | 12,864 | -31.3 | 15,992 | 24,098 | -33.6 |
| Metro | 0 | 0 | ***.* | 0 | 0 | ***.* |
| Monte Carlo | 4,794 | 5,222 | -8.2 | 8,657 | 9,368 | -7.6 |
| Prizm | 1 | 4 | -75.0 | 1 | 3 | -66.7 |
| SSR | 1,034 | 0 | ***.* | 1,982 | 0 | ***.* |
| Chevrolet Total | 75,877 | 57,249 | 32.5 | 130,689 | 108,034 | 21.0 |
| Alero | 4,835 | 8,851 | -45.4 | 8,369 | 15,787 | -47.0 |
| Aurora | 50 | 332 | -84.9 | 83 | 646 | -87.2 |
| Intrigue | 5 | 97 | -94.8 | 9 | 225 | -96.0 |
| Oldsmobile Total | 4,890 | 9,280 | -47.3 | 8,461 | 16,658 | -49.2 |
| Bonneville | 2,174 | 1,834 | 18.5 | 4,977 | 3,180 | 56.5 |
| Firebird | 6 | 128 | -95.3 | 12 | 313 | -96.2 |
| Grand Am | 11,192 | 10,268 | 9.0 | 22,812 | 22,297 | 2.3 |
| Grand Prix | 13,132 | 6,876 | 91.0 | 24,005 | 16,765 | 43.2 |
| GTO | 606 | 0 | ***.* | 1,082 | 0 | ***.* |
| Sunfire | 3,261 | 2,145 | 52.0 | 5,022 | 5,523 | -9.1 |
| Vibe | 4,033 | 5,162 | -21.9 | 6,677 | 10,232 | -34.7 |
| Pontiac Total | 34,404 | 26,413 | 30.3 | 64,587 | 58,310 | 10.8 |
| 9-3 | 2,139 | 2,640 | -19.0 | 3,359 | 4,419 | -24.0 |
| 9-5 | 562 | 958 | -41.3 | 989 | 1,730 | -42.8 |
| Saab Total | 2,701 | 3,598 | -24.9 | 4,348 | 6,149 | -29.3 |
| ION | 7,723 | 7,340 | 5.2 | 15,183 | 12,726 | 19.3 |
| Saturn L Series | 1,900 | 5,792 | -67.2 | 3,830 | 14,549 | -73.7 |
| Saturn S Series | 0 | 1,398 | ***.* | 0 | 4,183 | ***.* |
| Saturn Total | 9,623 | 14,530 | -33.8 | 19,013 | 31,458 | -39.6 |
| GM Total | 157,011 | 144,618 | 8.6 | 281,464 | 289,093 | -2.6 |
| GM Car Deliveries by Production Source | | | | | | |
| GM North America * | 150,857 | 141,019 | 7.0 | 271,628 | 282,941 | -4.0 |
| GM Import | 6,154 | 3,599 | 71.0 | 9,836 | 6,152 | 59.9 |

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| | | | | | | |
|----------|---------|---------|-----|---------|---------|------|
| GM Total | 157,011 | 144,618 | 8.6 | 281,464 | 289,093 | -2.6 |
|----------|---------|---------|-----|---------|---------|------|

* Includes U.S./Canada/Mexico

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

| | February | | | Calendar Year-to-Date January - February | | |
|--------------------|----------|------|-----------------|---|------|------|
| | 2004 | 2003 | %Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 24 | 24 | | | | |

GM Car Deliveries by Production Source and Marketing Division

| | | | | | | |
|----------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 18,925 | 21,899 | -13.6 | 34,248 | 45,618 | -24.9 |
| Cadillac Total | 10,591 | 11,648 | -9.1 | 20,118 | 22,863 | -12.0 |
| Chevrolet Total | 73,030 | 57,249 | 27.6 | 126,283 | 108,034 | 16.9 |
| Oldsmobile Total | 4,890 | 9,280 | -47.3 | 8,461 | 16,658 | -49.2 |
| Pontiac Total | 33,798 | 26,413 | 28.0 | 63,505 | 58,310 | 8.9 |
| Saturn Total | 9,623 | 14,530 | -33.8 | 19,013 | 31,458 | -39.6 |
| GM North America Total* | 150,857 | 141,019 | 7.0 | 271,628 | 282,941 | -4.0 |
| Cadillac Total | 0 | 1 | ***.* | 0 | 3 | ***.* |
| Chevrolet Total | 2,847 | 0 | ***.* | 4,406 | 0 | ***.* |
| Pontiac Total | 606 | 0 | ***.* | 1,082 | 0 | ***.* |
| Saab Total | 2,701 | 3,598 | -24.9 | 4,348 | 6,149 | -29.3 |
| GM Import Total | 6,154 | 3,599 | 71.0 | 9,836 | 6,152 | 59.9 |

GM Vehicle Deliveries by Marketing Division

| | | | | | | |
|-------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 27,017 | 28,697 | -5.9 | 48,522 | 58,389 | -16.9 |
| Cadillac Total | 16,983 | 15,500 | 9.6 | 31,744 | 29,554 | 7.4 |
| Chevrolet Total | 200,232 | 182,235 | 9.9 | 367,431 | 331,492 | 10.8 |
| GMC Total | 41,467 | 36,460 | 13.7 | 80,369 | 64,667 | 24.3 |
| HUMMER Total | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |
| Oldsmobile Total | 6,178 | 11,203 | -44.9 | 10,379 | 20,261 | -48.8 |
| Other-Isuzu Total | 939 | 841 | 11.7 | 1,797 | 1,597 | 12.5 |
| Pontiac Total | 39,297 | 32,896 | 19.5 | 72,368 | 68,532 | 5.6 |
| Saab Total | 2,701 | 3,598 | -24.9 | 4,348 | 6,149 | -29.3 |
| Saturn Total | 16,162 | 19,429 | -16.8 | 31,141 | 40,447 | -23.0 |
| GM Total | 353,117 | 333,572 | 5.9 | 652,167 | 626,658 | 4.1 |

* Includes US/Canada/Mexico

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

Calendar Year-to-Date

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| | February | | | January - February | | |
|-------------------------------|----------|---------|------------------|--------------------|---------|-------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 24 | 24 | | | | |
| Rainier | 2,080 | 0 | ***.* | 3,302 | 0 | ***.* |
| Rendezvous | 6,012 | 6,798 | -11.6 | 10,972 | 12,771 | -14.1 |
| Total Buick | 8,092 | 6,798 | 19.0 | 14,274 | 12,771 | 11.8 |
| Escalade | 2,413 | 2,311 | 4.4 | 4,631 | 4,107 | 12.8 |
| Escalade ESV | 953 | 860 | 10.8 | 1,740 | 1,240 | 40.3 |
| Escalade EXT | 743 | 680 | 9.3 | 1,465 | 1,341 | 9.2 |
| SRX | 2,283 | 0 | ***.* | 3,790 | 0 | ***.* |
| Total Cadillac | 6,392 | 3,851 | 66.0 | 11,626 | 6,688 | 73.8 |
| Astro | 2,641 | 2,818 | -6.3 | 4,877 | 4,858 | 0.4 |
| C/K Suburban(Chevy) | 8,618 | 6,862 | 25.6 | 16,991 | 12,972 | 31.0 |
| Chevy C/T Series | 20 | 82 | -75.6 | 36 | 179 | -79.9 |
| Chevy W Series | 171 | 154 | 11.0 | 299 | 285 | 4.9 |
| Colorado | 5,685 | 0 | ***.* | 8,701 | 0 | ***.* |
| Express Cutaway/G Cut | 1,250 | 1,248 | 0.2 | 2,300 | 2,190 | 5.0 |
| Express Panel/G Van | 5,463 | 4,099 | 33.3 | 9,932 | 7,556 | 31.4 |
| Express/G Sportvan | 1,071 | 1,114 | -3.9 | 1,959 | 1,933 | 1.3 |
| Kodiak 4/5 Series | 604 | 381 | 58.5 | 1,002 | 716 | 39.9 |
| Kodiak 6/7/8 Series | 398 | 141 | 182.3 | 584 | 246 | 137.4 |
| S/T Blazer | 2,107 | 4,571 | -53.9 | 5,319 | 8,471 | -37.2 |
| S/T Pickup | 1,643 | 9,958 | -83.5 | 3,475 | 19,781 | -82.4 |
| Tahoe | 13,760 | 10,673 | 28.9 | 27,155 | 19,271 | 40.9 |
| Tracker | 1,410 | 2,615 | -46.1 | 4,475 | 5,003 | -10.6 |
| TrailBlazer | 19,616 | 19,158 | 2.4 | 39,890 | 34,821 | 14.6 |
| Venture | 5,417 | 8,632 | -37.2 | 8,225 | 13,079 | -37.1 |
| Avalanche | 6,345 | 8,308 | -23.6 | 12,420 | 11,837 | 4.9 |
| Silverado-C/K Pickup | 48,136 | 44,172 | 9.0 | 89,102 | 80,260 | 11.0 |
| Chevrolet Fullsize Pickups | 54,481 | 52,480 | 3.8 | 101,522 | 92,097 | 10.2 |
| Chevrolet Total | 124,355 | 124,986 | -0.5 | 236,742 | 223,458 | 5.9 |
| Canyon | 1,355 | 0 | ***.* | 2,130 | 0 | ***.* |
| Envoy | 9,264 | 9,299 | -0.4 | 19,268 | 16,284 | 18.3 |
| GMC C/T Series | 27 | 162 | -83.3 | 63 | 321 | -80.4 |
| GMC W Series | 296 | 227 | 30.4 | 564 | 448 | 25.9 |
| S/T Jimmy | 0 | 0 | ***.* | 0 | 7 | ***.* |
| Safari (GMC) | 521 | 886 | -41.2 | 1,039 | 1,719 | -39.6 |
| Savana Panel/G Classic | 1,316 | 1,217 | 8.1 | 2,683 | 2,178 | 23.2 |
| Savana Special/G Cut | 1,911 | 890 | 114.7 | 3,498 | 1,322 | 164.6 |
| Savana/Rally | 193 | 229 | -15.7 | 349 | 361 | -3.3 |
| Sierra | 14,198 | 12,634 | 12.4 | 26,261 | 22,581 | 16.3 |
| Sonoma | 503 | 2,473 | -79.7 | 1,107 | 4,655 | -76.2 |
| Topkick 4/5 Series | 522 | 210 | 148.6 | 967 | 348 | 177.9 |
| Topkick 6/7/8 Series | 299 | 207 | 44.4 | 622 | 314 | 98.1 |
| Yukon | 6,837 | 4,511 | 51.6 | 13,369 | 8,066 | 65.7 |
| Yukon XL | 4,225 | 3,515 | 20.2 | 8,449 | 6,063 | 39.4 |
| GMC Total | 41,467 | 36,460 | 13.7 | 80,369 | 64,667 | 24.3 |
| HUMMER H1 | 38 | 49 | -22.4 | 68 | 96 | -29.2 |
| HUMMER H2 | 2,103 | 2,664 | -21.1 | 4,000 | 5,474 | -26.9 |
| HUMMER Total | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |

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| | | | | | | |
|----------------------|--------|---------|-------|---------|---------|-------|
| Bravada | 252 | 669 | -62.3 | 518 | 1,385 | -62.6 |
| Silhouette | 1,036 | 1,254 | -17.4 | 1,400 | 2,218 | -36.9 |
| Oldsmobile Total | 1,288 | 1,923 | -33.0 | 1,918 | 3,603 | -46.8 |
| Other-Isuzu F Series | 82 | 101 | -18.8 | 149 | 203 | -26.6 |
| Other-Isuzu N Series | 857 | 740 | 15.8 | 1,648 | 1,394 | 18.2 |
| Other-Isuzu Total | 939 | 841 | 11.7 | 1,797 | 1,597 | 12.5 |
| Aztek | 1,849 | 2,389 | -22.6 | 3,537 | 4,319 | -18.1 |
| Montana | 3,044 | 4,094 | -25.6 | 4,244 | 5,903 | -28.1 |
| Pontiac Total | 4,893 | 6,483 | -24.5 | 7,781 | 10,222 | -23.9 |
| VUE | 6,539 | 4,899 | 33.5 | 12,128 | 8,989 | 34.9 |
| Saturn Total | 6,539 | 4,899 | 33.5 | 12,128 | 8,989 | 34.9 |
| GM Total | 96,106 | 188,954 | 3.8 | 370,703 | 337,565 | 9.8 |

GM TRUCK Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|------|---------|---------|------|
| GM North America * | 194,963 | 188,043 | 3.7 | 368,527 | 335,790 | 9.7 |
| GM Import | 1,143 | 911 | 25.5 | 2,176 | 1,775 | 22.6 |
| GM Total | 196,106 | 188,954 | 3.8 | 370,703 | 337,565 | 9.8 |

GM Light Duty Truck Deliveries by Production Source

| | | | | | | |
|--------------------|---------|---------|-------|---------|---------|-------|
| GM North America * | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |
| GM Import | 0 | 0 | ***.* | 0 | 0 | ***.* |
| GM Total | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |

* Includes U.S./Canada/Mexico

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GM Truck Deliveries - (United States)
February 2004

| | February | | | Calendar Year-to-Date January - February | | |
|--------------------|----------|------|------------------|---|------|------|
| | 2004 | 2003 | % Chg per S/D | 2004 | 2003 | %Chg |
| Selling Days (S/D) | 24 | 24 | | | | |

GM TRUCK Deliveries by Production Source and Marketing Division

| | | | | | | |
|-------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,092 | 6,798 | 19.0 | 14,274 | 12,771 | 11.8 |
| Cadillac Total | 6,392 | 3,851 | 66.0 | 11,626 | 6,688 | 73.8 |
| Chevrolet Total | 124,241 | 124,872 | -0.5 | 236,550 | 223,252 | 6.0 |
| GMC Total | 41,233 | 36,288 | 13.6 | 79,909 | 64,330 | 24.2 |
| HUMMER Total | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |
| Oldsmobile Total | 1,288 | 1,923 | -33.0 | 1,918 | 3,603 | -46.8 |
| Other-Isuzu Total | 144 | 216 | -33.3 | 273 | 365 | -25.2 |
| Pontiac Total | 4,893 | 6,483 | -24.5 | 7,781 | 10,222 | -23.9 |

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| | | | | | | |
|-------------------------|---------|---------|------|---------|---------|------|
| Saturn Total | 6,539 | 4,899 | 33.5 | 12,128 | 8,989 | 34.9 |
| GM North America Total* | 194,963 | 188,043 | 3.7 | 368,527 | 335,790 | 9.7 |

| | | | | | | |
|-------------------|-------|-----|------|-------|-------|------|
| Chevrolet Total | 114 | 114 | 0.0 | 192 | 206 | -6.8 |
| GMC Total | 234 | 172 | 36.0 | 460 | 337 | 36.5 |
| Other-Isuzu Total | 795 | 625 | 27.2 | 1,524 | 1,232 | 23.7 |
| GM Import Total | 1,143 | 911 | 25.5 | 2,176 | 1,775 | 22.6 |

GM Light Truck Deliveries by Production Source and Marketing Division

| | | | | | | |
|-------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,092 | 6,798 | 19.0 | 14,274 | 12,771 | 11.8 |
| Cadillac Total | 6,392 | 3,851 | 66.0 | 11,626 | 6,688 | 73.8 |
| Chevrolet Total | 123,162 | 124,228 | -0.9 | 234,821 | 222,032 | 5.8 |
| GMC Total | 40,323 | 35,654 | 13.1 | 78,153 | 63,236 | 23.6 |
| HUMMER Total | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |
| Oldsmobile Total | 1,288 | 1,923 | -33.0 | 1,918 | 3,603 | -46.8 |
| Pontiac Total | 4,893 | 6,483 | -24.5 | 7,781 | 10,222 | -23.9 |
| Saturn Total | 6,539 | 4,899 | 33.5 | 12,128 | 8,989 | 34.9 |
| GM North America Total* | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |

GM Light Truck Deliveries by Marketing Division

| | | | | | | |
|------------------|---------|---------|-------|---------|---------|-------|
| Buick Total | 8,092 | 6,798 | 19.0 | 14,274 | 12,771 | 11.8 |
| Cadillac Total | 6,392 | 3,851 | 66.0 | 11,626 | 6,688 | 73.8 |
| Chevrolet Total | 123,162 | 124,228 | -0.9 | 234,821 | 222,032 | 5.8 |
| GMC Total | 40,323 | 35,654 | 13.1 | 78,153 | 63,236 | 23.6 |
| HUMMER Total | 2,141 | 2,713 | -21.1 | 4,068 | 5,570 | -27.0 |
| Oldsmobile Total | 1,288 | 1,923 | -33.0 | 1,918 | 3,603 | -46.8 |
| Pontiac Total | 4,893 | 6,483 | -24.5 | 7,781 | 10,222 | -23.9 |
| Saturn Total | 6,539 | 4,899 | 33.5 | 12,128 | 8,989 | 34.9 |
| GM Total | 192,830 | 186,549 | 3.4 | 364,769 | 333,111 | 9.5 |

* Includes US/Canada/Mexico

GM Production Schedule - 03/02/04

| Units 000s | GMNA | | | GME2 | GMLAAM | GMAP | Total Worldwide | Memo: JV1 | |
|------------------------|------|--------|-------|------|--------|------|-----------------|-----------|-------|
| | Car1 | Truck1 | Total | | | | | Car | Truck |
| 2004 Q1 # | 523 | 827 | 1,350 | 463 | 160 | 116 | 2,089 | 19 | 24 |
| O/(U) prior forecast:@ | (10) | 10 | 0 | (5) | 3 | 0 | (2) | 0 | (1) |
| 2004 Q2 # | 539 | 841 | 1,380 | 510 | 173 | 146 | 2,209 | 18 | 48 |
| O/(U) prior forecast:@ | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

| Units 000s | GMNA | | | GME | GMLAAM | GMAP | Total Worldwide | Memo: JV1 | |
|------------|------|-------|-------|-----|--------|------|-----------------|-----------|-------|
| | Car | Truck | Total | | | | | Car | Truck |

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| | | | | | | | | | |
|------------|-------|-------|-------|-------|-----|-----|-------|----|----|
| 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 |
| 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 | 19 | 24 |
| CY | 2,457 | 3,182 | 5,639 | 1,770 | 561 | 307 | 8,277 | 65 | 72 |
| 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 |
| CY | 2,185 | 3,274 | 5,459 | 1,818 | 547 | 420 | 8,244 | 75 | 83 |
| 2004 | | | | | | | | | |
| 1st Qtr. # | 523 | 827 | 1,350 | 463 | 160 | 116 | 2,089 | 19 | 24 |
| 2nd Qtr. # | 539 | 841 | 1,380 | 510 | 173 | 146 | 2,209 | 18 | 48 |

@ 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)

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Date: March 2, 2004

By: /s/PETER R. BIBLE.

(Peter R. Bible,
Chief Accounting Officer)