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GENERAL MOTORS CORP
Form 8-K
November 03, 2004

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

FORM 8-K

CURRENT REPORT
PURSUANT TO SECTION 13 OR 15(d) OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported) November 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)	1-143 ----- (Commission File Number)	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

=====
Check the appropriate box below if the Form 8-K filing is intended to
simultaneously satisfy the filing obligation of the registrant under any of the
following provisions:

- Written communications pursuant to Rule 425 under the Securities Act
(17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR
240.14a-12)

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- [] Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- [] Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 8.01. OTHER EVENTS

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

GM Reports October Sales of 346,058, Down 5 Percent
SUV Sales Remain On Record Selling Pace for Calendar Year
Cadillac On Pace for Best Sales Since 1990

DETROIT - General Motors dealers sold 346,058 new cars and trucks in October, down 5 percent compared to year-ago sales. GM's truck sales (210,996) were down 4 percent and car sales (135,062) were down 5 percent.

"GM's October sales results were not as strong as we had expected, but not entirely surprising given our exceptionally strong sales in September," said John Smith, group vice president GM North America Vehicle Sales, Service and Marketing. "Our launch vehicles performed well in October, as did utilities, which were up and remain on pace to set another industry record for the calendar year. We expect stronger car sales in the months ahead as Pontiac G6, Buick LaCrosse and Chevrolet Cobalt continue ramping up production."

GM Truck Sales

GM's truck sales in October declined 4 percent versus year-ago levels. Sport utility vehicle deliveries were up 1 percent and maintained their record-setting sales pace. GM again led the industry in utility sales in October, surpassing the 100,000-unit sales mark for the seventh month this year. October utility deliveries were led by strong sales of two new entries, the Chevrolet Equinox and Cadillac SRX. Mid-size utility sales increased 4 percent, with strong sales results for Chevrolet TrailBlazer, up 32 percent and GMC Envoy, which gained 29 percent.

Mid-size pickup deliveries increased 26 percent on the strength of the all-new Chevrolet Colorado and GMC Canyon. This is the second consecutive month that medium pickup sales were up 25 percent or more compared to year-ago levels.

GM Car Sales

While GM's total car sales declined 5 percent compared to last October, several vehicles had year-over-year increases including Cadillac XLR; Chevrolet Malibu, Impala, Corvette and Monte Carlo; Pontiac Bonneville; and Buick LeSabre. Additionally, Pontiac G6 and Cadillac STS sales are exceptionally brisk as production ramps up.

Divisional Highlights

Chevrolet - Chevrolet sales in October were up 4 percent compared to year-ago

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levels. Car sales increased 21 percent, paced by Malibu, which had a 157 percent sales increase over last year. Corvette sales rose 39 percent in October. On the truck side, in addition to Equinox and Colorado, TrailBlazer had record October sales, up 32 percent from year-ago levels. Total sales for the calendar year are up 5 percent, and car sales have risen 15 percent.

Cadillac - Cadillac sales remain on track for its best calendar year sales results since 1990. October sales were up 3 percent compared to year-ago levels. Truck sales continued on a record setting pace, improving 17 percent in October and 54 percent for the calendar year. SRX deliveries were up 115.5 percent, and Escalade ESV sales were up 24 percent. Total sales are up 9 percent calendar year-to-date.

GMC - In addition to solid Canyon sales, Envoy had another strong month with deliveries up 29 percent compared to last year. Despite being off last October's sales pace (-4 percent), GMC sales for the calendar year-to-date are up 6 percent. GMC remains poised to exceed 600,000 deliveries for the first time in its history.

Pontiac - While October sales were off 12 percent, Pontiac sales for the calendar year-to-date are up 5 percent. Car sales for the calendar year have improved 9 percent, led by Bonneville sales, which continued to improve year-over-year with a 33 percent sales increase in October and a 38 percent increase for the calendar year and Grand Prix, with deliveries up 15 percent for the calendar year.

Certified Used Vehicles

October 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 47,472, up 15 percent from last year. Year-to-date sales are 439,813, up 11 percent from the same period in 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, set a new monthly sales record for the certified category in October with 40,666 sales, up more than 16 percent compared to year-ago levels. This marks the first time any certified brand has surpassed the 40,000 mark in monthly certified used sales. GM Certified Used Vehicles continues to lead all certified pre-owned brands with 369,389 sales through October, an 11.5 percent increase over last year.

Cadillac Certified Pre-Owned Vehicles posted 3,304 sales in October, up 22 percent. Used Cars from Saturn sold 2,796 units, down 1 percent. Saab Certified Pre-Owned Vehicles had 706 sales, down 20 percent.

"With a record sales month in October, GM Certified Used Vehicles continues to expand its position as the industry's top-selling certified brand," Smith said. "GM Certified Used Vehicles sales were up 16 percent in October and more than 11 percent year-to-date, while Cadillac Certified Pre-Owned recorded an impressive 22 percent increase in October."

GM North America Reports October Production, Fourth-Quarter Forecast Revised to 1.27 Million Vehicles

In October, GM North America produced 453,000 vehicles (159,000 cars and 294,000 trucks) in North America, compared to 526,500 vehicles (207,500 cars and 319,000 trucks) produced in October 2003. Production totals include joint venture production of 23,000 vehicles in October 2004 and 14,000 vehicles in October 2003.

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In addition, GM North America revised its fourth-quarter production forecast to 1.27 million vehicles (473,000 cars and 797,000 trucks), down 10,000 vehicles from last month's guidance. In the fourth quarter of 2003, GM North America built 1.385 million vehicles (558,000 cars and 827,000 trucks). GM's North American current 2004 calendar year production forecast is 5.21 million vehicles, down 10,000 vehicles from last month's guidance.

GM also announced revised fourth-quarter production forecasts for its international regions:

GM Europe - The region's revised fourth-quarter forecast is 438,000 vehicles, down 10,000 vehicles from last month's guidance of 448,000 vehicles. In the fourth quarter of 2003, the region built 446,000 vehicles.

GM Asia Pacific - GM Asia Pacific's current fourth-quarter production forecast is 166,000 vehicles, down 1,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 133,000 vehicles.

GM Latin America, Africa and the Middle East - The region's revised fourth-quarter forecast is 203,000 vehicles, up 10,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 157,000 vehicles.

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:

	Calendar Year-to-Date
-----	January - October
October	

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Curr S/D: Prev S/D:			% Chg per S/D			%Chg
	2004	2003		2004	2003	
27 27						
Vehicle Total	346,058	363,043	-4.7	3,966,364	3,945,322	0.5
Car Total	135,062	142,669	-5.3	1,603,713	1,642,156	-2.3
Truck Total	210,996	220,374	-4.3	2,362,651	2,303,166	2.6
Light Truck Total	207,135	217,173	-4.6	2,323,215	2,269,964	2.3
Light Vehicle Total	342,197	359,842	-4.9	3,926,928	3,912,120	0.4

Market Division Vehicle Total	October		% Chg per S/D	Calendar Year-to-Date January - October		%Chg
	2004	2003		2004	2003	
Buick	17,702	24,323	-27.2	266,881	282,090	-5.4
Cadillac	19,147	18,645	2.7	188,592	172,325	9.4
Chevrolet	208,274	200,311	4.0	2,316,471	2,207,250	4.9
GMC	45,111	46,821	-3.7	502,837	472,810	6.4
HUMMER	2,554	3,157	-19.1	22,838	28,610	-20.2
Oldsmobile	630	9,872	-93.6	27,848	106,304	-73.8
Other - Isuzu	1,119	996	12.3	11,717	10,594	10.6
Pontiac	33,056	37,599	-12.1	410,862	389,800	5.4
Saab	3,371	3,349	0.7	32,286	40,808	-20.9
Saturn	15,094	17,970	-16.0	186,032	234,731	-20.7

Sales of Domestically Produced Vehicles

Car	125,158	139,320	-10.2	1,518,377	1,601,333	-5.2
Light Truck	207,135	217,173	-4.6	2,323,215	2,269,964	2.3

Twenty-seven selling days for the October period this year and twenty-seven 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)
October 2004

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

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Century	2,264	6,618	-65.8	63,808	81,550	-21.8	
LaCrosse	619	0	***.*	619	0	***.*	
LeSabre	7,607	7,338	3.7	101,791	100,709	1.1	
Park Avenue	938	2,498	-62.4	15,749	22,532	-30.1	
Regal	337	1,910	-82.4	13,193	20,263	-34.9	
Buick Total	11,765	18,364	-35.9	195,160	225,054	-13.3	

Catera	0	0	***.*	0	15	***.*	
CTS	3,798	3,844	-1.2	46,862	41,073	14.1	
DeVille	5,024	6,818	-26.3	57,514	66,674	-13.7	
Eldorado	0	4	***.*	7	192	-96.4	
Seville	162	1,300	-87.5	3,225	15,884	-79.7	
STS	2,308	0	***.*	3,542	0	***.*	
XLR	320	241	32.8	3,067	326	840.8	
Cadillac Total	11,612	12,207	-4.9	114,217	124,164	-8.0	

Aveo	5,275	0	***.*	43,563	0	***.*	
Camaro	0	20	***.*	127	1,092	-88.4	
Cavalier	9,273	22,499	-58.8	172,554	216,534	-20.3	
Classic	5,809	6,008	-3.3	79,473	30,999	156.4	
Corvette	2,607	1,878	38.8	30,259	24,553	23.2	
Impala	22,939	15,077	52.1	242,391	231,526	4.7	
Lumina	0	0	***.*	0	15	***.*	
Malibu	17,221	6,695	157.2	144,558	107,306	34.7	
Metro	0	0	***.*	0	1	***.*	
Monte Carlo	4,411	4,081	8.1	48,723	55,943	-12.9	
Prizm	0	0	***.*	5	16	-68.8	
SSR	707	86	722.1	7,947	87	***.*	
Chevrolet Total	68,242	56,344	21.1	769,600	668,072	15.2	

Alero	321	7,690	-95.8	19,425	81,894	-76.3	
Aurora	5	104	-95.2	198	3,014	-93.4	
Intrigue	0	25	***.*	55	776	-92.9	
Oldsmobile Total	326	7,819	-95.8	19,678	85,684	-77.0	

Bonneville	1,842	1,385	33.0	27,222	19,680	38.3	
Firebird	0	24	***.*	109	900	-87.9	
G6	4,167	0	***.*	5,091	0	***.*	
Grand Am	7,119	11,130	-36.0	127,332	127,632	-0.2	
Grand Prix	10,673	12,342	-13.5	112,707	98,302	14.7	
GTO	1,258	0	***.*	9,487	0	***.*	
Sunfire	1,804	3,586	-49.7	29,367	36,615	-19.8	
Vibe	3,811	3,794	0.4	51,340	50,043	2.6	
Pontiac Total	30,674	32,261	-4.9	362,655	333,172	8.8	

9-2X	334	0	***.*	1,060	0	***.*	
9-3	2,356	2,357	0.0	23,278	29,010	-19.8	
9-5	681	992	-31.4	7,948	11,798	-32.6	
Saab Total	3,371	3,349	0.7	32,286	40,808	-20.9	

ION	8,269	8,860	-6.7	92,105	98,303	-6.3	
Saturn L Series	803	3,291	-75.6	18,012	59,853	-69.9	
Saturn S Series	0	174	***.*	0	7,046	***.*	
Saturn Total	9,072	12,325	-26.4	110,117	165,202	-33.3	

GM Total	135,062	142,669	-5.3	1,603,713	1,642,156	-2.3	

GM Car Deliveries by Production Source							

GM North America *	125,158	139,320	-10.2	1,518,377	1,601,333	-5.2	

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GM Import	9,904	3,349	195.7	85,336	40,823	109.0
GM Total	135,062	142,669	-5.3	1,603,713	1,642,156	-2.3

* Includes U.S./Canada/Mexico

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

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

GM Car Deliveries by Production Source and Marketing Division

Buick Total	11,765	18,364	-35.9	195,160	225,054	-13.3
Cadillac Total	11,612	12,207	-4.9	114,217	124,149	-8.0
Chevrolet Total	62,967	56,344	11.8	726,037	668,072	8.7
Oldsmobile Total	326	7,819	-95.8	19,678	85,684	-77.0
Pontiac Total	29,416	32,261	-8.8	353,168	333,172	6.0
Saturn Total	9,072	12,325	-26.4	110,117	165,202	-33.3
GM North America Total*	125,158	139,320	-10.2	1,518,377	1,601,333	-5.2
Cadillac Total	0	0	***.*	0	15	***.*
Chevrolet Total	5,275	0	***.*	43,563	0	***.*
Pontiac Total	1,258	0	***.*	9,487	0	***.*
Saab Total	3,371	3,349	0.7	32,286	40,808	-20.9
GM Import Total	9,904	3,349	195.7	85,336	40,823	109.0

GM Vehicle Deliveries by Marketing Division

Buick Total	17,702	24,323	-27.2	266,881	282,090	-5.4
Cadillac Total	19,147	18,645	2.7	188,592	172,325	9.4
Chevrolet Total	208,274	200,311	4.0	2,316,471	2,207,250	4.9
GMC Total	45,111	46,821	-3.7	502,837	472,810	6.4
HUMMER Total	2,554	3,157	-19.1	22,838	28,610	-20.2
Oldsmobile Total	630	9,872	-93.6	27,848	106,304	-73.8
Other-Isuzu Total	1,119	996	12.3	11,717	10,594	10.6
Pontiac Total	33,056	37,599	-12.1	410,862	389,800	5.4
Saab Total	3,371	3,349	0.7	32,286	40,808	-20.9
Saturn Total	15,094	17,970	-16.0	186,032	234,731	-20.7
GM Total	346,058	363,043	-4.7	3,966,364	3,945,322	0.5

* Includes US/Canada/Mexico

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

Calendar Year-to-Date

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	October			January - October		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	27	27				
Rainier	1,922	823	133.5	19,802	1,145	***.*
Rendezvous	4,011	5,136	-21.9	51,915	55,891	-7.1
Terraza	4	0	***.*	4	0	***.*
Total Buick	5,937	5,959	-0.4	71,721	57,036	25.7
Escalade	2,947	3,123	-5.6	29,745	27,776	7.1
Escalade ESV	1,317	1,064	23.8	12,421	10,010	24.1
Escalade EXT	752	1,082	-30.5	8,031	8,943	-10.2
SRX	2,519	1,169	115.5	24,178	1,432	***.*
Total Cadillac	7,535	6,438	17.0	74,375	48,161	54.4
Astro	2,568	2,351	9.2	28,183	34,388	-18.0
C/K Suburban(Chevy)	8,928	12,896	-30.8	98,676	108,051	-8.7
Chevy C/T Series	26	42	-38.1	312	703	-55.6
Chevy W Series	292	141	107.1	2,159	1,818	18.8
Colorado	10,917	0	***.*	96,110	0	***.*
Equinox	10,367	0	***.*	61,374	0	***.*
Express Cutaway/G Cut	2,079	1,499	38.7	17,372	15,570	11.6
Express Panel/G Van	4,906	4,980	-1.5	60,292	56,556	6.6
Express/G Sportvan	1,448	799	81.2	15,802	13,285	18.9
Kodiak 4/5 Series	826	578	42.9	7,114	5,946	19.6
Kodiak 6/7/8 Series	220	273	-19.4	2,850	2,017	41.3
S/T Blazer	1,182	6,347	-81.4	31,271	43,153	-27.5
S/T Pickup	182	8,671	-97.9	9,816	124,424	-92.1
Tahoe	12,966	16,029	-19.1	159,520	162,888	-2.1
Tracker	631	2,050	-69.2	14,321	30,835	-53.6
TrailBlazer	26,489	20,129	31.6	234,344	217,495	7.7
Uplander	32	0	***.*	32	0	***.*
Venture	2,162	8,557	-74.7	62,912	76,345	-17.6
Avalanche	5,715	7,001	-18.4	69,404	77,164	-10.1
Silverado-C/K Pickup	48,096	51,624	-6.8	575,007	568,540	1.1
Chevrolet Fullsize Pickups	53,811	58,625	-8.2	644,411	645,704	-0.2
Chevrolet Total	140,032	143,967	-2.7	1,546,871	1,539,178	0.5
Canyon	2,780	0	***.*	21,634	0	***.*
Envoy	11,185	8,686	28.8	116,750	105,814	10.3
GMC C/T Series	11	74	-85.1	348	1,429	-75.6
GMC W Series	482	375	28.5	4,426	3,672	20.5
S/T Jimmy	0	0	***.*	0	52	***.*
Safari (GMC)	858	1,001	-14.3	7,028	9,558	-26.5
Savana Panel/G Classic	1,392	1,566	-11.1	16,556	16,527	0.2
Savana Special/G Cut	390	565	-31.0	16,225	9,143	77.5
Savana/Rally	170	181	-6.1	2,053	2,619	-21.6
Sierra	15,744	16,095	-2.2	176,679	162,490	8.7
Sonoma	87	2,445	-96.4	3,212	31,166	-89.7
Topkick 4/5 Series	490	388	26.3	5,068	3,799	33.4
Topkick 6/7/8 Series	395	334	18.3	5,442	3,224	68.8
Yukon	5,928	7,951	-25.4	73,989	68,609	7.8
Yukon XL	5,199	7,160	-27.4	53,427	54,708	-2.3
GMC Total	45,111	46,821	-3.7	502,837	472,810	6.4

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HUMMER H1	25	85	-70.6	365	616	-40.7
HUMMER H2	2,529	3,072	-17.7	22,473	27,994	-19.7
HUMMER Total	2,554	3,157	-19.1	22,838	28,610	-20.2
Bravada	115	841	-86.3	1,852	7,361	-74.8
Silhouette	189	1,212	-84.4	6,318	13,259	-52.3
Oldsmobile Total	304	2,053	-85.2	8,170	20,620	-60.4
Other-Isuzu F Series	93	101	-7.9	1,030	1,200	-14.2
Other-Isuzu N Series	1,026	895	14.6	10,687	9,394	13.8
Other-Isuzu Total	1,119	996	12.3	11,717	10,594	10.6
Aztek	1,266	2,352	-46.2	18,167	23,911	-24.0
Montana	1,109	2,986	-62.9	30,033	32,717	-8.2
Montana SV6	7	0	***.*	7	0	***.*
Pontiac Total	2,382	5,338	-55.4	48,207	56,628	-14.9
VUE	6,022	5,645	6.7	75,915	69,529	9.2
Saturn Total	6,022	5,645	6.7	75,915	69,529	9.2
GM Total	210,996	220,374	-4.3	2,362,651	2,303,166	2.6

GM TRUCK Deliveries by Production Source

GM North America *	209,596	219,206	-4.4	2,348,088	2,291,181	2.5
GM Import	1,400	1,168	19.9	14,563	11,985	21.5
GM Total	210,996	220,374	-4.3	2,362,651	2,303,166	2.6

GM Light Duty Truck Deliveries by Production Source

GM North America *	207,135	217,173	-4.6	2,323,215	2,269,964	2.3
GM Import	0	0	***.*	0	0	***.*
GM Total	207,135	217,173	-4.6	2,323,215	2,269,964	2.3

* Includes U.S./Canada/Mexico

3-1P

GM Truck Deliveries - (United States)
October 2004

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

GM TRUCK Deliveries by Production Source and Marketing Division

Buick Total	5,937	5,959	-0.4	71,721	57,036	25.7
Cadillac Total	7,535	6,438	17.0	74,375	48,161	54.4
Chevrolet Total	139,908	143,886	-2.8	1,545,599	1,537,997	0.5
GMC Total	44,726	46,512	-3.8	499,205	469,965	6.2
HUMMER Total	2,554	3,157	-19.1	22,838	28,610	-20.2
Oldsmobile Total	304	2,053	-85.2	8,170	20,620	-60.4

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Other-Isuzu Total	228	218	4.6	2,058	2,635	-21.9
Pontiac Total	2,382	5,338	-55.4	48,207	56,628	-14.9
Saturn Total	6,022	5,645	6.7	75,915	69,529	9.2
GM North America Total*	209,596	219,206	-4.4	2,348,088	2,291,181	2.5

Chevrolet Total	124	81	53.1	1,272	1,181	7.7
GMC Total	385	309	24.6	3,632	2,845	27.7
Other-Isuzu Total	891	778	14.5	9,659	7,959	21.4
GM Import Total	1,400	1,168	19.9	14,563	11,985	21.5

GM Light Truck Deliveries by Production Source and Marketing Division

Buick Total	5,937	5,959	-0.4	71,721	57,036	25.7
Cadillac Total	7,535	6,438	17.0	74,375	48,161	54.4
Chevrolet Total	138,668	142,933	-3.0	1,534,436	1,528,694	0.4
GMC Total	43,733	45,650	-4.2	487,553	460,686	5.8
HUMMER Total	2,554	3,157	-19.1	22,838	28,610	-20.2
Oldsmobile Total	304	2,053	-85.2	8,170	20,620	-60.4
Pontiac Total	2,382	5,338	-55.4	48,207	56,628	-14.9
Saturn Total	6,022	5,645	6.7	75,915	69,529	9.2
GM North America Total	207,135	217,173	-4.6	2,323,215	2,269,964	2.3

GM Light Truck Deliveries by Marketing Division

Buick Total	5,937	5,959	-0.4	71,721	57,036	25.7
Cadillac Total	7,535	6,438	17.0	74,375	48,161	54.4
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GM Total	207,135	217,173	-4.6	2,323,215	2,269,964	2.3

* Includes US/Canada/Mexico

GM Production Schedule - 11/03/04

Units 000s	GMNA						Total Worldwide	Memo: JV1	
	Carl	Truck1	Total	GME2	GMLAAM	GMAP		Car	Truck
2004 Q4 #	473	797	1,270	438	203	166	2,077	17	46
O/(U) prior forecast:@	(6)	(4)	(10)	(10)	10	(1)	(11)	0	1

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

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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	159	116	2,083	19	19
2nd Qtr.	542	846	1,388	489	172	146	2,195	18	48
3rd Qtr.	463	746	1,209	397	185	150	1,941	16	43
4th Qtr. #	473	797	1,270	438	203	166	2,077	17	46
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CY #	2,003	3,209	5,212	1,787	719	578	8,296	70	156

@ 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 estimates

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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Date: November 3, 2004

GENERAL MOTORS CORPORATION
(Registrant)
By: /s/PETER R. BIBLE

(Peter R. Bible,
Chief Accounting Officer)