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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			
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Curr S/D:	24			% Chg			
Prev S/D:	24	2004	2003	per S/D	2004	2003	%Chg

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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
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* Includes U.S./Canada/Mexico

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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
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

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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)