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GENERAL MOTORS CORP
Form 8-K
July 01, 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) July 1, 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 July 1, 2004, General Motors Corporation (GM) issued a news release announcing June 2004 sales. The release is as follows:

GM Reports June Sales of 380,267, Down 15 Percent

Cadillac Sales Up 10 Percent in June, 11 Percent for Calendar Year-to-Date

DETROIT - General Motors dealers sold 380,267 new cars and trucks in June, down 15 percent compared to June 2003. GM's truck sales (218,558) were down 15 percent and car sales (161,709) were down 15 percent. Total sales through June (2,295,621) were up 1.0 percent. Truck sales through the first six months (1,350,083) were up 3 percent compared to year-ago levels, and car sales (945,538) declined 3 percent.

"Coming off strong May sales, GM's June sales were weaker than we expected," said John Smith, group vice president North America Vehicle Sales, Service and Marketing. "For the first half of the year, our sales were up slightly, led by growing truck sales and launch vehicles. For the second half of the year, we need to accelerate our selling pace and produce stronger results."

GM Truck Sales

GM truck sales in June declined 15 percent compared to industry record truck deliveries last year. Calendar year-to-date truck sales were up 3 percent and running at industry-record levels.

Although total utility sales (94,016) were down 19 percent in June compared to industry-record sales in 2003, deliveries for the first six months were up 7 percent (620,160) and remain on a record-setting pace. Deliveries of small utilities (14,779) climbed 11 percent in June and 35 percent in the first half of the year (82,048), paced by Chevrolet Equinox and Saturn Vue.

Sales of full-size vans (Chevrolet Express and GMC Savana) were up 6 percent for the month (14,000) and 21 percent for the calendar year-to-date (79,517).

GM Car Sales

GM car sales in June were down 15 percent. Economy car sales continued to build with 4,479 Chevrolet Aveo deliveries, its second best sales month since launch. Luxury car sales (20,858) gained 2 percent, led by the Cadillac CTS, which had 4,743 deliveries, up 3 percent.

Divisional Highlights

Chevrolet - Chevrolet sales for the calendar year-to-date (1,312,279) were up 4 percent. Malibu had solid sales in June with 15,593 deliveries, up 34 percent over May and up 10 percent for the first six months (66,154). Corvette sales (3,398) were up 44 percent for the month. On the truck side, Colorado deliveries

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exceeded 10,000 units for the third consecutive month (10,166). Equinox sales were 6,964.

Cadillac - Cadillac sales through six months improved 11 percent (105,992). Cadillac posted strong sales in June (17,289), up 10 percent, paced by truck sales (6,705), which gained 45 percent. Trucks established a monthly sales record and a calendar year-to-date sales record with 42,522 deliveries, up 66 percent. The Escalade portfolio had 4,614 deliveries, and the ESV had record June sales (1,246) and first-half sales (6,860). SRX had 2,091 deliveries. CTS continued its sales momentum with 4,743 deliveries, up 3 percent, setting new monthly and first-half (29,233) sales records.

GMC - GMC had 283,122 deliveries through June, an 8 percent increase over year-ago levels. Yukon had 42,107 deliveries in the first six months, establishing a new sales record. Sierra sales increased 8 percent in the first half (98,370). Canyon sales reached 1,875 units in June.

HUMMER - HUMMER sales were 2,175. H2 deliveries were 2,111.

Pontiac - Pontiac sales for the calendar year-to-date (255,636) were up 13 percent. Pontiac Vibe deliveries reached 6,130 units, a 6 percent increase compared to year-ago levels and a new monthly record. Grand Prix sales through June were 70,890, up 35 percent compared to year-ago levels. Bonneville sales (2,777) improved 55 percent in June and 20 percent for the calendar year (15,647), due in part to GXP sales.

Saturn - Vue sales for the calendar year-to-date (48,279) gained 16 percent compared to the same period last year and set a sales record

Buick - Buick truck sales (4,908) gained 18 percent compared to last June. Calendar year-to-date truck sales (43,389) were up 28 percent. Rainier had 1,399 deliveries.

Certified Used Vehicles

June sales for all GM certified used vehicle brands, including GM Certified Used Vehicles (Buick, Chevrolet, GMC, Oldsmobile and Pontiac), Cadillac Certified Pre-Owned, Used Cars from Saturn and Saab Certified Pre-Owned, were 44,668 units, comparable to the previous month and up 20 percent from June 2003.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, set a strong pace with June sales of 37,471 units, up 3.0 percent from the previous month and up 22 percent from June 2003. GM Certified Used Vehicles continued to lead all certified pre-owned brands industry-wide with 2004 sales of 201,948 units through June, an increase of 8 percent from the same period last year.

Saab Certified Pre-Owned Vehicles sold 792 units in June, down 13 percent from June 2003, and Cadillac Certified Pre-Owned Vehicles posted sales of 2,856 units, comparable to last June. Used Cars from Saturn sold 3,549 units, up 23 percent.

"GM is growing its leading position in the certified pre-owned segment, with GM Certified Used Vehicles recording its second-best monthly sales performance ever, and Used Cars from Saturn posting an increase of more than 23 percent from year-ago figures," Smith said. "GM continues to drive the certified pre-owned industry, with year-to-date sales up 8 percent from the same period in 2003."

GM North America Announces June and 2004 Second-Quarter Production Results; 2004 Third-Quarter Production Forecast Remains Unchanged

In June, GM North America produced 481,000 vehicles (194,000 cars and 287,000

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trucks) in North America, compared to 428,000 vehicles (165,000 cars and 263,000 trucks) produced in June 2003. Production totals include joint venture production of 25,000 vehicles in June 2004 and 15,500 in June 2003.

GM North America's current 2004 second-quarter production total was 1.387 million vehicles (542,000 cars and 845,000 trucks). In the second quarter of 2003, GM North America built 1.38 million vehicles (543,000 cars and 837,000 trucks).

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 will continue to monitor its second-half production plans and will provide updates on a timely basis.

GM also announced current 2004 second-quarter and 2004 third-quarter production forecasts for its international regions:

GM Europe - The region's current 2004 second-quarter production forecast is 490,000 vehicles, down 1,000 vehicles from last month's guidance of 491,000 vehicles. GM Europe built 488,000 units in the second quarter of 2003. The region's current third-quarter forecast is 397,000 vehicles, down 14,000 vehicles from last month's forecast of 411,000 vehicles. In the third quarter of 2003, GM Europe built 393,000 vehicles.

GM Asia Pacific - GM Asia Pacific's current second-quarter forecast is 147,000 vehicles, down 2,000 vehicles from last month's forecast. GM Asia Pacific built 90,000 vehicles in the second quarter of 2003. The region's current third-quarter production forecast is 153,000 vehicles, down 1,000 vehicles from last month's forecast. In the third quarter of 2003, the Asia Pacific region built 120,000 vehicles.

GM Latin America, Africa and the Middle East - The region's current second-quarter production forecast is 172,000 vehicles, down 2,000 vehicles from last month's guidance. GM's third-quarter production guidance for the region is 190,000 vehicles, up 2,000 vehicles from last month's guidance. The region built 128,000 vehicles in the second quarter of 2003 and 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

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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:

	June			Calendar Year-to-Date January - June		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Curr S/D: 25						
Prev S/D: 24						
Vehicle Total	380,267	429,742	-15.1	2,295,621	2,284,334	0.5
Car Total	161,709	182,165	-14.8	945,538	969,476	-2.5
Truck Total	218,558	247,577	-15.3	1,350,083	1,314,858	2.7
Light Truck Total	213,261	243,810	-16.0	1,326,388	1,295,000	2.4
Light Vehicle Total	374,970	425,975	-15.5	2,271,926	2,264,476	0.3

Market Division Vehicle Total	June			Calendar Year-to-Date January - June		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Curr S/D: 25						
Prev S/D: 24						
Buick	27,462	29,339	-10.1	162,456	168,143	-3.4
Cadillac	17,289	15,160	9.5	105,992	95,546	10.9
Chevrolet	220,475	244,003	-13.3	1,312,279	1,268,435	3.5
GMC	46,292	52,141	-14.8	283,122	262,629	7.8
HUMMER	2,175	2,493	-16.2	12,827	16,975	-24.4
Oldsmobile	1,325	10,877	-88.3	23,767	67,599	-64.8
Other - Isuzu	1,510	1,215	19.3	6,819	6,362	7.2
Pontiac	42,670	44,967	-8.9	255,636	227,165	12.5
Saab	4,045	3,920	-0.9	19,430	24,474	-20.6
Saturn	17,024	25,627	-36.2	113,293	147,006	-22.9

Sales of Domestically Produced Vehicles

Car	152,587	178,245	-17.8	901,166	944,987	-4.6
Light Truck	213,261	243,810	-16.0	1,326,388	1,295,000	2.4

Twenty-five selling days for the June period this year and twenty-four for last

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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)
June 2004

	June			Calendar Year-to-Date January - June		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	25	24				
Century	9,157	5,999	46.5	40,740	50,236	-18.9
LeSabre	10,319	15,434	-35.8	57,495	58,239	-1.3
Park Avenue	2,191	2,507	-16.1	10,590	13,756	-23.0
Regal	887	1,393	-38.9	10,242	12,032	-14.9
Buick Total	22,554	25,333	-14.5	119,067	134,263	-11.3
Catera	0	0	***.*	0	15	***.*
CTS	4,743	4,408	3.3	29,233	25,766	13.5
DeVille	5,273	4,939	2.5	30,071	33,123	-9.2
Eldorado	0	6	***.*	7	185	-96.2
Seville	247	1,357	-82.5	2,249	10,851	-79.3
XLR	321	0	***.*	1,910	0	***.*
Cadillac Total	10,584	10,710	-5.1	63,470	69,940	-9.3
Aveo	4,479	0	***.*	21,255	0	***.*
Camaro	0	94	***.*	127	933	-86.4
Cavalier	19,163	34,213	-46.2	103,918	128,346	-19.0
Classic	8,705	6,011	39.0	55,187	6,011	818.1
Corvette	3,398	2,272	43.6	18,388	16,946	8.5
Impala	19,930	21,378	-10.5	139,460	133,948	4.1
Lumina	0	0	***.*	0	15	***.*
Malibu	15,593	7,954	88.2	66,154	73,213	-9.6
Metro	0	0	***.*	0	1	***.*
Monte Carlo	3,890	5,285	-29.3	26,774	31,134	-14.0
Prizm	0	0	***.*	5	16	-68.8
SSR	630	0	***.*	5,442	0	***.*
Chevrolet Total	75,788	77,207	-5.8	436,710	390,563	11.8
Alero	668	7,613	-91.6	17,388	50,836	-65.8
Aurora	10	298	-96.8	164	2,262	-92.7
Intrigue	0	51	***.*	55	634	-91.3
Oldsmobile Total	678	7,962	-91.8	17,607	53,732	-67.2
Bonneville	2,777	1,716	55.4	15,647	13,012	20.3
Firebird	0	59	***.*	109	769	-85.8
Grand Am	14,796	15,194	-6.5	83,935	70,196	19.6
Grand Prix	9,612	11,535	-20.0	70,890	52,566	34.9
GTO	598	0	***.*	3,687	0	***.*
Sunfire	3,638	5,132	-31.9	18,483	20,286	-8.9

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Vibe	6,130	5,568	5.7	31,489	34,089	-7.6
Pontiac Total	37,551	39,204	-8.0	224,240	190,918	17.5
9-2X	48	0	***.*	49	0	***.*
9-3	3,005	2,675	7.8	14,786	17,956	-17.7
9-5	992	1,245	-23.5	4,595	6,518	-29.5
Saab Total	4,045	3,920	-0.9	19,430	24,474	-20.6
ION	8,827	12,372	-31.5	51,678	56,530	-8.6
Saturn L Series	1,682	5,180	-68.8	13,336	42,548	-68.7
Saturn S Series	0	277	***.*	0	6,508	***.*
Saturn Total	10,509	17,829	-43.4	65,014	105,586	-38.4
GM Total	161,709	182,165	-14.8	945,538	969,476	-2.5
GM Car Deliveries by Production Source						
GM North America *	152,587	178,245	-17.8	901,166	944,987	-4.6
GM Import	9,122	3,920	123.4	44,372	24,489	81.2
GM Total	161,709	182,165	-14.8	945,538	969,476	-2.5

* Includes U.S./Canada/Mexico

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

	June		% Chg per S/D	Calendar Year-to-Date January - June		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	25	24				

GM Car Deliveries by Production Source and Marketing Division

Buick Total	22,554	25,333	-14.5	119,067	134,263	-11.3
Cadillac Total	10,584	10,710	-5.1	63,470	69,925	-9.2
Chevrolet Total	71,309	77,207	-11.3	415,455	390,563	6.4
Oldsmobile Total	678	7,962	-91.8	17,607	53,732	-67.2
Pontiac Total	36,953	39,204	-9.5	220,553	190,918	15.5
Saturn Total	10,509	17,829	-43.4	65,014	105,586	-38.4
GM North America Total	152,587	178,245	-17.8	901,166	944,987	-4.6
Cadillac Total	0	0	***.*	0	15	***.*
Chevrolet Total	4,479	0	***.*	21,255	0	***.*
Pontiac Total	598	0	***.*	3,687	0	***.*
Saab Total	4,045	3,920	-0.9	19,430	24,474	-20.6
GM Import Total	9,122	3,920	123.4	44,372	24,489	81.2

GM Vehicle Deliveries by Marketing Division

Buick Total	27,462	29,339	-10.1	162,456	168,143	-3.4
Cadillac Total	17,289	15,160	9.5	105,992	95,546	10.9
Chevrolet Total	220,475	244,003	-13.3	1,312,279	1,268,435	3.5
GMC Total	46,292	52,141	-14.8	283,122	262,629	7.8

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HUMMER Total	2,175	2,493	-16.2	12,827	16,975	-24.4
Oldsmobile Total	1,325	10,877	-88.3	23,767	67,599	-64.8
Other-Isuzu Total	1,510	1,215	19.3	6,819	6,362	7.2
Pontiac Total	42,670	44,967	-8.9	255,636	227,165	12.5
Saab Total	4,045	3,920	-0.9	19,430	24,474	-20.6
Saturn Total	17,024	25,627	-36.2	113,293	147,006	-22.9
GM Total	380,267	429,742	-15.1	2,295,621	2,284,334	0.5

* Includes US/Canada/Mexico

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

	June		% Chg per S/D	Calendar Year-to-Date January - June		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	25	24				
Rainier	1,399	0	***.*	10,004	0	***.*
Rendezvous	3,509	4,006	-15.9	33,385	33,880	-1.5
Total Buick	4,908	4,006	17.6	43,389	33,880	28.1
Escalade	2,698	2,492	3.9	16,560	15,123	9.5
Escalade ESV	1,246	1,044	14.6	6,860	5,657	21.3
Escalade EXT	670	914	-29.6	4,910	4,826	1.7
SRX	2,091	0	***.*	14,192	0	***.*
Total Cadillac	6,705	4,450	44.6	42,522	25,606	66.1
Astro	4,104	3,883	1.5	19,495	23,230	-16.1
C/K Suburban(Chevy)	8,414	12,102	-33.3	55,536	56,784	-2.2
Chevy C/T Series	8	52	-85.2	151	503	-70.0
Chevy W Series	277	169	57.3	1,156	1,064	8.6
Colorado	10,166	0	***.*	50,251	0	***.*
Equinox	6,964	0	***.*	23,460	0	***.*
Express Cutaway/G Cut	1,615	1,522	1.9	9,016	8,639	4.4
Express Panel/G Van	5,895	6,612	-14.4	36,979	32,363	14.3
Express/G Sportvan	1,745	1,889	-11.3	9,672	8,700	11.2
Kodiak 4/5 Series	797	745	2.7	3,977	3,639	9.3
Kodiak 6/7/8 Series	461	282	56.9	2,077	1,165	78.3
S/T Blazer	3,184	3,768	-18.9	25,155	25,744	-2.3
S/T Pickup	715	16,285	-95.8	8,100	73,371	-89.0
Tahoe	13,810	18,050	-26.6	89,089	88,794	0.3
Tracker	1,300	5,030	-75.2	10,309	19,576	-47.3
TrailBlazer	19,339	24,820	-25.2	122,832	124,780	-1.6
Venture	7,254	6,361	9.5	43,298	44,442	-2.6
Avalanche	6,652	8,647	-26.1	42,109	43,086	-2.3
Silverado-C/K Pickup	51,987	56,579	-11.8	322,907	321,992	0.3
Chevrolet Fullsize Pickups	58,639	65,226	-13.7	365,016	365,078	0.0
Chevrolet Total	144,687	166,796	-16.7	875,569	877,872	-0.3
Canyon	1,875	0	***.*	10,855	0	***.*

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Envoy	8,295	13,263	-40.0	61,960	61,187	1.3
GMC C/T Series	14	132	-89.8	291	1,095	-73.4
GMC W Series	671	336	91.7	2,585	2,153	20.1
S/T Jimmy	0	0	***.*	0	52	***.*
Safari (GMC)	1,663	1,034	54.4	4,780	5,645	-15.3
Savana Panel/G Classic	1,597	1,701	-9.9	10,256	9,155	12.0
Savana Special/G Cut	2,919	562	398.6	12,329	5,048	144.2
Savana/Rally	229	405	-45.7	1,265	1,698	-25.5
Sierra	16,499	16,440	-3.7	98,370	91,510	7.5
Sonoma	286	4,402	-93.8	2,631	18,112	-85.5
Topkick 4/5 Series	507	369	31.9	3,198	2,066	54.8
Topkick 6/7/8 Series	1,052	467	116.3	3,441	1,811	90.0
Yukon	6,166	7,090	-16.5	42,107	35,356	19.1
Yukon XL	4,519	5,940	-27.0	29,054	27,741	4.7
GMC Total	46,292	52,141	-14.8	283,122	262,629	7.8

HUMMER H1	64	48	28.0	279	325	-14.2
HUMMER H2	2,111	2,445	-17.1	12,548	16,650	-24.6
HUMMER Total	2,175	2,493	-16.2	12,827	16,975	-24.4

Bravada	142	588	-76.8	1,337	4,485	-70.2
Silhouette	505	2,327	-79.2	4,823	9,382	-48.6
Oldsmobile Total	647	2,915	-78.7	6,160	13,867	-55.6

Other-Isuzu F Series	116	111	0.3	607	786	-22.8
Other-Isuzu N Series	1,394	1,104	21.2	6,212	5,576	11.4
Other-Isuzu Total	1,510	1,215	19.3	6,819	6,362	7.2

Aztek	1,580	1,841	-17.6	12,304	16,223	-24.2
Montana	3,539	3,922	-13.4	19,092	20,024	-4.7
Pontiac Total	5,119	5,763	-14.7	31,396	36,247	-13.4

VUE	6,515	7,798	-19.8	48,279	41,420	16.6
Saturn Total	6,515	7,798	-19.8	48,279	41,420	16.6

GM Total	218,558	247,577	-15.3	1,350,083	1,314,858	2.7
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GM TRUCK Deliveries by Production Source

GM North America *	216,512	246,276	-15.6	1,341,595	1,307,867	2.6
GM Import	2,046	1,301	51.0	8,488	6,991	21.4
GM Total	218,558	247,577	-15.3	1,350,083	1,314,858	2.7

GM Light Duty Truck Deliveries by Production Source

GM North America *	213,261	243,810	-16.0	1,326,388	1,295,000	2.4
GM Import	0	0	***.*	0	0	***.*
GM Total	213,261	243,810	-16.0	1,326,388	1,295,000	2.4

* Includes U.S./Canada/Mexico

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	June		% Chg per S/D	Calendar Year-to-Date January - June		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	25	24				
GM TRUCK Deliveries by Production Source and Marketing Division						
Buick Total	4,908	4,006	17.6	43,389	33,880	28.1
Cadillac Total	6,705	4,450	44.6	42,522	25,606	66.1
Chevrolet Total	144,513	166,697	-16.8	874,849	877,175	-0.3
GMC Total	45,707	51,892	-15.4	280,995	260,991	7.7
HUMMER Total	2,175	2,493	-16.2	12,827	16,975	-24.4
Oldsmobile Total	647	2,915	-78.7	6,160	13,867	-55.6
Other-Isuzu Total	223	262	-18.3	1,178	1,706	-30.9
Pontiac Total	5,119	5,763	-14.7	31,396	36,247	-13.4
Saturn Total	6,515	7,798	-19.8	48,279	41,420	16.6
GM North America Total*	216,512	246,276	-15.6	1,341,595	1,307,867	2.6
Chevrolet Total	174	99	68.7	720	697	3.3
GMC Total	585	249	125.5	2,127	1,638	29.9
Other-Isuzu Total	1,287	953	29.6	5,641	4,656	21.2
GM Import Total	2,046	1,301	51.0	8,488	6,991	21.4
GM Light Truck Deliveries by Production Source and Marketing Division						
Buick Total	4,908	4,006	17.6	43,389	33,880	28.1
Cadillac Total	6,705	4,450	44.6	42,522	25,606	66.1
Chevrolet Total	143,144	165,548	-17.0	868,208	871,501	-0.4
GMC Total	44,048	50,837	-16.8	273,607	255,504	7.1
HUMMER Total	2,175	2,493	-16.2	12,827	16,975	-24.4
Oldsmobile Total	647	2,915	-78.7	6,160	13,867	-55.6
Pontiac Total	5,119	5,763	-14.7	31,396	36,247	-13.4
Saturn Total	6,515	7,798	-19.8	48,279	41,420	16.6
GM North America Total*	213,261	243,810	-16.0	1,326,388	1,295,000	2.4
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GM Total	213,261	243,810	-16.0	1,326,388	1,295,000	2.4

* Includes US/Canada/Mexico

GM Production Schedule - 07/01/04

GMNA

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Units 000s	-----			GME2	GMLAAM	GMAP	Total	Memo: JV1	
	Carl	Truck1	Total				Worldwide	Car	Truck
2004 Q2 #	542	845	1,387	490	172	147	2,196	18	48
O/(U) prior forecast:@	3	4	7	(1)	(2)	(2)	2	0	0
2004 Q3 #	475	725	1,200	397	190	153	1,940	18	46
O/(U) prior forecast:@	0	0	0	(14)	2	(1)	(13)	0	0

GMNA

Units 000s	-----			GME	GMLAAM	GMAP	Total	Memo: JV1	
	Car	Truck	Total				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
CY	2,893	2,880	5,773	1,993	544	185	8,495	77	65
2001									
1st Qtr.	580	634	1,214	538	138	51	1,941	18	9
2nd Qtr.	638	726	1,364	491	165	64	2,084	13	16
3rd Qtr.	574	664	1,238	373	146	74	1,832	11	15
4th Qtr.	573	721	1,294	441	127	67	1,929	9	16
CY	2,365	2,745	5,110	1,842	575	256	7,786	51	56
2002									
1st Qtr.	600	753	1,353	456	131	65	2,005	11	11
2nd Qtr.	688	865	1,553	453	141	74	2,221	15	17
3rd Qtr.	568	740	1,308	408	132	87	1,935	19	20
4th Qtr.	602	824	1,426	453	157	81	2,117	14	25
CY	2,458	3,182	5,640	1,770	561	307	8,278	59	73
2003									
1st Qtr.	591	860	1,451	491	127	77	2,146	19	24
2nd Qtr.	543	837	1,380	488	128	90	2,086	19	24
3rd Qtr.	492	753	1,245	393	135	120	1,893	20	17
4th Qtr.	558	827	1,385	446	157	133	2,121	16	20
CY	2,184	3,277	5,461	1,818	547	420	8,246	74	85
2004									
1st Qtr.	525	820	1,345	463	158	116	2,082	19	19
2nd Qtr. #	542	845	1,387	490	172	147	2,196	18	48
3rd Qtr. #	475	725	1,200	397	190	153	1,940	18	46

See note on next page

@ Numbers may vary due to rounding

1 JOINT VENTURE - NUMMI units included in GMNA Car, HUMMER and CAMI units included in GMNA Truck.

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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.

Date: July 1, 2004

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

(Peter R. Bible,
Chief Accounting Officer)