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GENERAL MOTORS CORP  
Form 8-K  
December 01, 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) December 1, 2004

GENERAL MOTORS CORPORATION

-----  
(Exact Name of Registrant as Specified in its Charter)

|  |   |  |
|--|---|--|
| STATE OF DELAWARE<br>-----<br>(State or other jurisdiction of<br>Incorporation or Organization)      | 1-143<br>-----<br>(Commission<br>File Number) | 38-0572515<br>-----<br>(I.R.S. Employer<br>Identification No.) |
| 300 Renaissance Center, Detroit,<br>Michigan<br>-----<br>(Address of Principal Executive<br>Offices) |   | 48265-3000<br>(Zip Code)                                       |

Registrant's telephone number, including area code (313) 556-5000  
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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 December 1, 2004, General Motors Corporation (GM) issued a news release announcing November 2004 sales. The release is as follows:

GM Announces November Sales of 303,891 Vehicles  
Utility Sales on Pace to Set Another Calendar Year Industry Record  
Cadillac on Track to Have Best Sales Since 1990

DETROIT - General Motors dealers sold 303,891 new cars and trucks in November, down 13 percent compared to year-ago sales. GM's truck sales (185,699) were down 10 percent, and car sales (118,192) were down 17 percent.

"GM's November sales overall were softer than expected, however we saw some encouraging results," said John Smith, group vice president, GM North America Vehicle Sales, Service and Marketing. "Our key launch products, the Chevrolet Aveo, Colorado and Equinox, Cadillac STS, GMC Canyon, Pontiac G6 and Buick LaCrosse continue to gain sales and show market momentum. Additionally, we've maintained industry truck leadership in an increasingly competitive marketplace and will likely set a new industry record for utility sales this year. Key brands, particularly Chevrolet, GMC and Cadillac are achieving solid sales results, with Cadillac having its best year since 1990."

#### GM Truck Sales

Although GM's total truck sales for November were down versus last year, calendar year-to-date sales remain at industry-record levels. Truck sales are up 1 percent for the calendar year, paced by another record-setting year for sport utility vehicle sales, which are up 6 percent through November. In addition, medium pickups and medium-luxury utilities had sales improvements in November, and small utilities posted a monthly sales record. Launch vehicles, including the Chevrolet Colorado and GMC Canyon, Chevrolet Equinox and Cadillac SRX drove the sales lift in those segments.

#### GM Car Sales

Several GM cars achieved strong sales results in November. Chevrolet Malibu, Corvette and Impala, Cadillac CTS and XLR and Pontiac Vibe all had year-over-year sales improvements. Chevrolet Aveo deliveries were up 88 percent, its second-best sales month since launch.

#### Divisional Highlights

Chevrolet - In addition to Aveo, Colorado and Equinox had strong November sales, and Corvette deliveries improved 38 percent. Equinox sales topped 10,000 units, and TrailBlazer sales were up 18 percent in November. Although Chevrolet's November sales were down, calendar year-to-date deliveries are up 4 percent, with car sales up 14 percent and truck sales comparable to year-ago levels.

Cadillac - Cadillac's November truck sales were led by SRX and Escalade ESV. SRX

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deliveries were up 39 percent, and Escalade ESV sales improved 6 percent, setting a new November sales record. On the car side, CTS continued its solid sales results with a 4 percent increase in November, and XLR deliveries were up 2 percent. Cadillac's overall vehicle deliveries in November declined, however calendar year-to-date sales are up 7 percent, with truck deliveries up 46 percent. As a result of its year-long strong sales, Cadillac remains on pace for its best sales year since 1990.

GMC - Although GMC sales were down in November, it remains on track to have its best-ever sales year, with calendar year-to-date deliveries up 5 percent. GMC's sales pace is driven by record-setting calendar year-to-date gains for Envoy and Sierra. Yukon also posted a calendar year-to-date sales increase for GMC, which has set annual sales records in 10 of the last 11 years.

Pontiac - Sales of the all-new G6 were up 19 percent compared to October as production continues to ramp up. Car sales for the calendar year have risen 5 percent, led by a 9 percent sales increase for Grand Prix, a 30 percent improvement for Bonneville and the introduction of the G6. Although Pontiac's November sales declined, deliveries for the calendar year are up 2 percent.

HUMMER - H2 SUT sales have shown continued growth since launch and have contributed to improving total HUMMER sales in recent months.

Saturn - Vue, bolstered by sales of its Red Line version, continues its solid sales results with deliveries up 2 percent in November and 8 percent for the calendar year-to-date. Saturn's November sales and calendar year-to-date sales are down due to the discontinuation of the L-Series. Relay, Saturn's new crossover sport van, is arriving in dealers' showrooms, and sales are off to a good start.

Buick - Sales of Buick's all-new mid-size sedan, the LaCrosse, are strengthening as production ramps up. Its new crossover sport van, Terraza, posted good sales in its first month. Buick's November sales were down, however Buick truck sales for the calendar year are up 16 percent.

### Certified Used Vehicles

November sales for all GM certified used vehicle brands, including GM Certified Used Vehicles, Cadillac Certified Pre-Owned, Used Cars from Saturn and Saab Certified Pre-Owned, were 46,405 units, up 22 percent from November 2003. Calendar year-to-date sales are 486,217, up 12 percent from the same period last year.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, posted the certified category's second-highest monthly sales ever in November with 40,125 sales, up more than 26 percent from November 2003. This marks the second consecutive month that GM Certified Used Vehicles surpassed 40,000 units in sales.

GM Certified Used Vehicles continues to lead all certified pre-owned brands industry-wide with 2004 calendar year-to-date sales of 409,514 units, a 13 percent increase from the same period last year and a new annual sales record for the certified category. GM Certified also announced this month that Chevrolet is now the industry's top-selling single-line make certified brand in the U.S., according to 2004 certified pre-owned segment sales statistics from Autodata Corp.

Cadillac Certified Pre-Owned Vehicles posted sales of 3,041 units, up 25 percent compared to year-ago levels. Used Cars from Saturn sold 2,662 units, down 10 percent. Saab Certified Pre-Owned Vehicles sold 577 units, down 27 percent.

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"With its second-best sales performance ever in November, GM Certified Used Vehicles passed the certified category record sales of nearly 400,000 units it recorded last year and continues to drive the category," Smith said. "Chevrolet's status as the top-selling single-line make certified used vehicle is especially noteworthy and is a testament to the excellent value offered by Chevrolet cars and trucks."

GM North America Reports November Production, 2004 Fourth-Quarter Forecast Unchanged, Initial 2005 First-Quarter Forecast Set

In November, GM North America produced 425,000 vehicles (159,000 cars and 266,000 trucks), compared to 438,000 vehicles (180,000 cars and 258,000 trucks) produced in November 2003. Production totals include joint venture production of 22,000 vehicles in November 2004 and 10,500 vehicles in November 2003.

In addition, GM North America's fourth-quarter production forecast remains unchanged at 1.27 million vehicles (473,000 cars and 797,000 trucks). In the fourth quarter of 2003, GM North America built 1.385 million vehicles (558,000 cars and 827,000 trucks). GM North America's current 2004 calendar year production forecast is unchanged at 5.21 million vehicles.

Also, GM North America's initial 2005 first-quarter production forecast is 1.25 million vehicles (481,000 cars and 769,000 trucks), down 7.1 percent from the same quarter last year. In the first quarter of 2004, GM North America built 1.345 million vehicles (525,000 cars and 820,000 trucks).

GM also announced revised 2004 fourth-quarter and initial 2005 first-quarter production forecasts for its international regions:

GM Europe - The region's current fourth-quarter forecast is 446,000 vehicles. The current production forecast now includes GM Europe joint venture production. Comparable fourth quarter 2003 production is 458,000 vehicles. Including joint venture production, the current forecast is down 8,000 vehicles from the previous guidance. GM Europe's initial 2005 first-quarter production estimate is 515,000 vehicles. In the first quarter of 2004, the region built 473,000 vehicles.

GM Asia Pacific - GM Asia Pacific's current fourth-quarter production forecast is 381,000 vehicles. This forecast now includes all Asia Pacific joint venture production. Comparable fourth quarter 2003 production is 308,000 vehicles. GM Asia Pacific's initial 2005 first quarter production estimate is 337,000 vehicles. In the first quarter of 2004, the region built 296,000 vehicles.

GM Latin America, Africa and the Middle East - The region's revised fourth-quarter forecast is 200,000 vehicles, down 3,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 157,000 vehicles. The region's initial 2005 first-quarter production estimate is 181,000 vehicles. In the first quarter of 2004, the region built 159,000 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](http://www.gm.com).

Note: GM sales and production results are available on GM Media OnLine at

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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.

# # #

Detroit -- General Motors dealers in the United States today reported the following vehicle sales:

|                     | November |         |                  | Calendar Year-to-Date<br>January - November |           |      |
|---------------------|----------|---------|------------------|---|-----------|------|
|                     | 2004     | 2003    | % Chg<br>per S/D | 2004  | 2003      | %Chg |
| Curr S/D: 24        |          |         |                  |   |           |      |
| Prev S/D: 25        |          |         |                  |   |           |      |
| Vehicle Total       | 303,891  | 363,181 | -12.8            | 4,270,255                                   | 4,308,503 | -0.9 |
| Car Total           | 118,192  | 149,032 | -17.4            | 1,721,905                                   | 1,791,188 | -3.9 |
| Truck Total         | 185,699  | 214,149 | -9.7             | 2,548,350                                   | 2,517,315 | 1.2  |
| Light Truck Total   | 181,615  | 210,784 | -10.2            | 2,504,830                                   | 2,480,748 | 1.0  |
| Light Vehicle Total | 299,807  | 359,816 | -13.2            | 4,226,735                                   | 4,271,936 | -1.1 |

| Market Division<br>Vehicle Total | November |         |                  | Calendar Year-to-Date<br>January - November |           |       |
|----------------------------------|----------|---------|------------------|---|-----------|-------|
|                                  | 2004     | 2003    | % Chg<br>per S/D | 2004  | 2003      | %Chg  |
| Buick                            | 16,517   | 25,877  | -33.5            | 283,398                                     | 307,967   | -8.0  |
| Cadillac                         | 18,301   | 21,703  | -12.2            | 206,893                                     | 194,028   | 6.6   |
| Chevrolet                        | 184,134  | 196,244 | -2.3             | 2,500,605                                   | 2,403,494 | 4.0   |
| GMC                              | 38,035   | 43,572  | -9.1             | 540,872                                     | 516,382   | 4.7   |
| HUMMER                           | 2,693    | 2,837   | -1.1             | 25,531                                      | 31,447    | -18.8 |
| Oldsmobile                       | 450      | 9,397   | -95.0            | 28,298                                      | 115,701   | -75.5 |
| Other - Isuzu                    | 1,246    | 966     | 34.4             | 12,963                                      | 11,560    | 12.1  |
| Pontiac                          | 27,474   | 41,722  | -31.4            | 438,336                                     | 431,522   | 1.6   |
| Saab                             | 2,452    | 3,600   | -29.1            | 34,738                                      | 44,408    | -21.8 |
| Saturn                           | 12,589   | 17,263  | -24.0            | 198,621                                     | 251,994   | -21.2 |

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Sales of Domestically Produced Vehicles

|             | 2004    | 2003    | %Chg  | 2004      | 2003      | %Chg |
|-------------|---------|---------|-------|-----------|-----------|------|
| Car         | 108,398 | 141,990 | -20.5 | 1,626,775 | 1,743,323 | -6.7 |
| Light Truck | 181,615 | 210,784 | -10.2 | 2,504,830 | 2,480,748 | 1.0  |

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

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GM Car Deliveries - (United States)  
November 2004

|                    | November |        |                 | Calendar Year-to-Date<br>January - November |         |       |
|--------------------|----------|--------|-----------------|---|---------|-------|
|                    | 2004     | 2003   | %Chg<br>per S/D | 2004  | 2003    | %Chg  |
| Selling Days (S/D) | 24       | 25     |                 |   |         |       |
| Century            | 1,676    | 5,870  | -70.3           | 65,484                                      | 87,420  | -25.1 |
| LaCrosse           | 3,713    | 0      | ***.*           | 4,332                                       | 0       | ***.* |
| LeSabre            | 3,981    | 6,031  | -31.2           | 105,772                                     | 106,740 | -0.9  |
| Park Avenue        | 679      | 1,884  | -62.5           | 16,428                                      | 24,416  | -32.7 |
| Regal              | 278      | 1,864  | -84.5           | 13,471                                      | 22,127  | -39.1 |
| Buick Total        | 10,327   | 15,649 | -31.3           | 205,487                                     | 240,703 | -14.6 |
| Catera             | 0        | 0      | ***.*           | 0   | 15      | ***.* |
| CTS                | 4,091    | 4,110  | 3.7             | 50,953                                      | 45,183  | 12.8  |
| DeVille            | 4,225    | 8,090  | -45.6           | 61,739                                      | 74,764  | -17.4 |
| Eldorado           | 0        | 1      | ***.*           | 7   | 193     | -96.4 |
| Seville            | 92       | 1,815  | -94.7           | 3,317                                       | 17,699  | -81.3 |
| STS                | 2,771    | 0      | ***.*           | 6,313                                       | 0       | ***.* |
| XLR                | 256      | 262    | 1.8             | 3,323                                       | 588     | 465.1 |
| Cadillac Total     | 11,435   | 14,278 | -16.6           | 125,652                                     | 138,442 | -9.2  |
| Aveo               | 6,212    | 3,442  | 88.0            | 49,775                                      | 3,442   | ***.* |
| Camaro             | 0        | 11     | ***.*           | 127   | 1,103   | -88.5 |
| Cavalier           | 13,967   | 18,354 | -20.7           | 186,521                                     | 234,888 | -20.6 |
| Classic            | 2,102    | 7,501  | -70.8           | 81,575                                      | 38,500  | 111.9 |
| Cobalt             | 452      | 0      | ***.*           | 452   | 0       | ***.* |
| Corvette           | 2,120    | 1,596  | 38.4            | 32,379                                      | 26,149  | 23.8  |
| Impala             | 19,488   | 15,889 | 27.8            | 261,879                                     | 247,415 | 5.8   |
| Lumina             | 0        | 0      | ***.*           | 0   | 15      | ***.* |
| Malibu             | 13,094   | 7,493  | 82.0            | 157,652                                     | 114,799 | 37.3  |
| Metro              | 0        | 0      | ***.*           | 0   | 1       | ***.* |
| Monte Carlo        | 3,855    | 4,625  | -13.2           | 52,578                                      | 60,568  | -13.2 |
| Prizm              | 0        | 1      | ***.*           | 5   | 17      | -70.6 |
| SSR                | 591      | 644    | -4.4            | 8,538                                       | 731     | ***.* |
| Chevrolet Total    | 61,881   | 59,556 | 8.2             | 831,481                                     | 727,628 | 14.3  |
| Alero              | 316      | 8,107  | -95.9           | 19,741                                      | 90,001  | -78.1 |

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|                  |         |         |       |           |           |       |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Aurora           | 1       | 68      | -98.5 | 199       | 3,082     | -93.5 |
| Intrigue         | 0       | 10      | ***.* | 55        | 786       | -93.0 |
| Oldsmobile Total | 317     | 8,185   | -96.0 | 19,995    | 93,869    | -78.7 |
| -----            |         |         |       |           |           |       |
| Bonneville       | 1,050   | 2,113   | -48.2 | 28,272    | 21,793    | 29.7  |
| Firebird         | 0       | 12      | ***.* | 109       | 912       | -88.0 |
| G6               | 4,407   | 0       | ***.* | 9,498     | 0         | ***.* |
| Grand Am         | 3,526   | 14,466  | -74.6 | 130,858   | 142,098   | -7.9  |
| Grand Prix       | 8,339   | 12,582  | -31.0 | 121,046   | 110,884   | 9.2   |
| GTO              | 1,130   | 0       | ***.* | 10,617    | 0         | ***.* |
| Sunfire          | 3,117   | 3,410   | -4.8  | 32,484    | 40,025    | -18.8 |
| Vibe             | 3,435   | 3,372   | 6.1   | 54,775    | 53,415    | 2.5   |
| Pontiac Total    | 25,004  | 35,955  | -27.6 | 387,659   | 369,127   | 5.0   |
| -----            |         |         |       |           |           |       |
| 9-2X             | 290     | 0       | ***.* | 1,350     | 0         | ***.* |
| 9-3              | 1,549   | 2,586   | -37.6 | 24,827    | 31,596    | -21.4 |
| 9-5              | 613     | 1,014   | -37.0 | 8,561     | 12,812    | -33.2 |
| Saab Total       | 2,452   | 3,600   | -29.1 | 34,738    | 44,408    | -21.8 |
| -----            |         |         |       |           |           |       |
| ION              | 5,953   | 9,523   | -34.9 | 98,058    | 107,826   | -9.1  |
| Saturn L Series  | 823     | 2,286   | -62.5 | 18,835    | 62,139    | -69.7 |
| Saturn S Series  | 0       | 0       | ***.* | 0         | 7,046     | ***.* |
| Saturn Total     | 6,776   | 11,809  | -40.2 | 116,893   | 177,011   | -34.0 |
| -----            |         |         |       |           |           |       |
| GM Total         | 118,192 | 149,032 | -17.4 | 1,721,905 | 1,791,188 | -3.9  |

GM Car Deliveries by Production Source

|                    |         |         |       |           |           |      |
|--------------------|---------|---------|-------|-----------|-----------|------|
| GM North America * | 108,398 | 141,990 | -20.5 | 1,626,775 | 1,743,323 | -6.7 |
| GM Import          | 9,794   | 7,042   | 44.9  | 95,130    | 47,865    | 98.7 |
| GM Total           | 118,192 | 149,032 | -17.4 | 1,721,905 | 1,791,188 | -3.9 |

\* Includes U.S./Canada/Mexico

2-1P

GM Car Deliveries - (United States)  
November 2004

|  | November           |      | %Chg<br>per S/D | Calendar Year-to-Date<br>January - November |      |      |
|--|--------------------|------|-----------------|---|------|------|
|  | 2004               | 2003 |                 | 2004  | 2003 | %Chg |
|  | Selling Days (S/D) | 24   |                 | 25  |      |      |

GM Car Deliveries by Production Source and Marketing Division

|                            |         |         |       |           |           |       |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total                | 10,327  | 15,649  | -31.3 | 205,487   | 240,703   | -14.6 |
| Cadillac Total             | 11,435  | 14,278  | -16.6 | 125,652   | 138,427   | -9.2  |
| Chevrolet Total            | 55,669  | 56,114  | 3.3   | 781,706   | 724,186   | 7.9   |
| Oldsmobile Total           | 317     | 8,185   | -96.0 | 19,995    | 93,869    | -78.7 |
| Pontiac Total              | 23,874  | 35,955  | -30.8 | 377,042   | 369,127   | 2.1   |
| Saturn Total               | 6,776   | 11,809  | -40.2 | 116,893   | 177,011   | -34.0 |
| GM North America<br>Total* | 108,398 | 141,990 | -20.5 | 1,626,775 | 1,743,323 | -6.7  |

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|                 |       |       |       |        |        |       |
|-----------------|-------|-------|-------|--------|--------|-------|
| Cadillac Total  | 0     | 0     | ***.* | 0      | 15     | ***.* |
| Chevrolet Total | 6,212 | 3,442 | 88.0  | 49,775 | 3,442  | ***.* |
| Pontiac Total   | 1,130 | 0     | ***.* | 10,617 | 0      | ***.* |
| Saab Total      | 2,452 | 3,600 | -29.1 | 34,738 | 44,408 | -21.8 |
| GM Import Total | 9,794 | 7,042 | 44.9  | 95,130 | 47,865 | 98.7  |

GM Vehicle Deliveries by Marketing Division

|                   |         |         |       |           |           |       |
|-------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total       | 16,517  | 25,877  | -33.5 | 283,398   | 307,967   | -8.0  |
| Cadillac Total    | 18,301  | 21,703  | -12.2 | 206,893   | 194,028   | 6.6   |
| Chevrolet Total   | 184,134 | 196,244 | -2.3  | 2,500,605 | 2,403,494 | 4.0   |
| GMC Total         | 38,035  | 43,572  | -9.1  | 540,872   | 516,382   | 4.7   |
| HUMMER Total      | 2,693   | 2,837   | -1.1  | 25,531    | 31,447    | -18.8 |
| Oldsmobile Total  | 450     | 9,397   | -95.0 | 28,298    | 115,701   | -75.5 |
| Other-Isuzu Total | 1,246   | 966     | 34.4  | 12,963    | 11,560    | 12.1  |
| Pontiac Total     | 27,474  | 41,722  | -31.4 | 438,336   | 431,522   | 1.6   |
| Saab Total        | 2,452   | 3,600   | -29.1 | 34,738    | 44,408    | -21.8 |
| Saturn Total      | 12,589  | 17,263  | -24.0 | 198,621   | 251,994   | -21.2 |
| GM Total          | 303,891 | 363,181 | -12.8 | 4,270,255 | 4,308,503 | -0.9  |

\* Includes US/Canada/Mexico

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

|                       | November |        |                  | Calendar Year-to-Date<br>January - November |         |       |
|-----------------------|----------|--------|------------------|---|---------|-------|
|                       | 2004     | 2003   | % Chg<br>per S/D | 2004  | 2003    | %Chg  |
| Selling Days (S/D)    | 24       | 25     |                  |   |         |       |
| Rainier               | 1,746    | 1,635  | 11.2             | 21,548                                      | 2,780   | 675.1 |
| Rendezvous            | 3,679    | 8,593  | -55.4            | 55,594                                      | 64,484  | -13.8 |
| Terraza               | 765      | 0      | ***.*            | 769   | 0       | ***.* |
| Total Buick           | 6,190    | 10,228 | -37.0            | 77,911                                      | 67,264  | 15.8  |
| Escalade              | 2,680    | 3,398  | -17.8            | 32,425                                      | 31,174  | 4.0   |
| Escalade ESV          | 1,292    | 1,275  | 5.6              | 13,713                                      | 11,285  | 21.5  |
| Escalade EXT          | 628      | 1,049  | -37.6            | 8,659                                       | 9,992   | -13.3 |
| SRX                   | 2,266    | 1,703  | 38.6             | 26,444                                      | 3,135   | 743.5 |
| Total Cadillac        | 6,866    | 7,425  | -3.7             | 81,241                                      | 55,586  | 46.2  |
| Astro                 | 2,920    | 2,423  | 25.5             | 31,103                                      | 36,811  | -15.5 |
| C/K Suburban(Chevy)   | 8,399    | 11,743 | -25.5            | 107,075                                     | 119,794 | -10.6 |
| Chevy C/T Series      | 15       | 47     | -66.8            | 327   | 750     | -56.4 |
| Chevy W Series        | 225      | 139    | 68.6             | 2,384                                       | 1,957   | 21.8  |
| Colorado              | 8,639    | 374    | ***.*            | 104,749                                     | 374     | ***.* |
| Equinox               | 10,376   | 0      | ***.*            | 71,750                                      | 0       | ***.* |
| Express Cutaway/G Cut | 1,520    | 1,276  | 24.1             | 18,892                                      | 16,846  | 12.1  |
| Express Panel/G Van   | 5,488    | 4,908  | 16.5             | 65,780                                      | 61,464  | 7.0   |
| Express/G Sportvan    | 1,307    | 883    | 54.2             | 17,109                                      | 14,168  | 20.8  |
| Kodiak 4/5 Series     | 931      | 679    | 42.8             | 8,045                                       | 6,625   | 21.4  |
| Kodiak 6/7/8 Series   | 209      | 231    | -5.8             | 3,059                                       | 2,248   | 36.1  |
| S/T Blazer            | 803      | 5,478  | -84.7            | 32,074                                      | 48,631  | -34.0 |
| S/T Pickup            | 102      | 7,054  | -98.5            | 9,918                                       | 131,478 | -92.5 |
| Tahoe                 | 9,803    | 15,055 | -32.2            | 169,323                                     | 177,943 | -4.8  |
| Tracker               | 289      | 2,421  | -87.6            | 14,610                                      | 33,256  | -56.1 |
| TrailBlazer           | 23,270   | 20,595 | 17.7             | 257,614                                     | 238,090 | 8.2   |



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|   |         |         |       |           |           |       |
|---|---------|---------|-------|-----------|-----------|-------|
| Uplander  | 1,475   | 0       | ***.* | 1,507     | 0         | ***.* |
| Venture   | 1,930   | 8,829   | -77.2 | 64,842    | 85,174    | -23.9 |
| .....   |         |         |       |           |           |       |
| Avalanche   | 4,570   | 6,954   | -31.5 | 73,974    | 84,118    | -12.1 |
| Silverado-C/K                                       |         |         |       |           |           |       |
| Pickup  | 39,982  | 47,599  | -12.5 | 614,989   | 616,139   | -0.2  |
| Chevrolet Fullsize                                  |         |         |       |           |           |       |
| Pickups   | 44,552  | 54,553  | -14.9 | 688,963   | 700,257   | -1.6  |
| .....   |         |         |       |           |           |       |
| Chevrolet Total                                     | 122,253 | 136,688 | -6.8  | 1,669,124 | 1,675,866 | -0.4  |
| -----   |         |         |       |           |           |       |
| Canyon  | 2,271   | 241     | 881.6 | 23,905    | 241       | ***.* |
| Envoy   | 7,981   | 9,065   | -8.3  | 124,731   | 114,879   | 8.6   |
| GMC C/T Series                                      | 9       | 53      | -82.3 | 357       | 1,482     | -75.9 |
| GMC W Series  | 454     | 297     | 59.2  | 4,880     | 3,969     | 23.0  |
| S/T Jimmy   | 0       | 0       | ***.* | 0         | 52        | ***.* |
| Safari (GMC)  | 477     | 642     | -22.6 | 7,505     | 10,200    | -26.4 |
| Savana Panel/G Classic                              | 1,756   | 1,469   | 24.5  | 18,312    | 17,996    | 1.8   |
| Savana Special/G Cut                                | 619     | 295     | 118.6 | 16,844    | 9,438     | 78.5  |
| Savana/Rally  | 175     | 234     | -22.1 | 2,228     | 2,853     | -21.9 |
| Sierra  | 13,662  | 14,251  | -0.1  | 190,341   | 176,741   | 7.7   |
| Sonoma  | 41      | 1,927   | -97.8 | 3,253     | 33,093    | -90.2 |
| Topkick 4/5 Series                                  | 504     | 601     | -12.6 | 5,572     | 4,400     | 26.6  |
| Topkick 6/7/8 Series                                | 491     | 352     | 45.3  | 5,933     | 3,576     | 65.9  |
| Yukon   | 4,801   | 7,348   | -31.9 | 78,790    | 75,957    | 3.7   |
| Yukon XL  | 4,794   | 6,797   | -26.5 | 58,221    | 61,505    | -5.3  |
| GMC Total   | 38,035  | 43,572  | -9.1  | 540,872   | 516,382   | 4.7   |
| -----   |         |         |       |           |           |       |
| HUMMER H1   | 25      | 53      | -50.9 | 390       | 669       | -41.7 |
| HUMMER H2   | 2,668   | 2,784   | -0.2  | 25,141    | 30,778    | -18.3 |
| HUMMER Total  | 2,693   | 2,837   | -1.1  | 25,531    | 31,447    | -18.8 |
| -----   |         |         |       |           |           |       |
| Bravada   | 59      | 336     | -81.7 | 1,911     | 7,697     | -75.2 |
| Silhouette  | 74      | 876     | -91.2 | 6,392     | 14,135    | -54.8 |
| Oldsmobile Total                                    | 133     | 1,212   | -88.6 | 8,303     | 21,832    | -62.0 |
| -----   |         |         |       |           |           |       |
| Other-Isuzu F Series                                | 117     | 98      | 24.4  | 1,147     | 1,298     | -11.6 |
| Other-Isuzu N Series                                | 1,129   | 868     | 35.5  | 11,816    | 10,262    | 15.1  |
| Other-Isuzu Total                                   | 1,246   | 966     | 34.4  | 12,963    | 11,560    | 12.1  |
| -----   |         |         |       |           |           |       |
| Aztek   | 1,022   | 1,889   | -43.6 | 19,189    | 25,800    | -25.6 |
| Montana   | 605     | 3,878   | -83.7 | 30,638    | 36,595    | -16.3 |
| Montana SV6   | 843     | 0       | ***.* | 850       | 0         | ***.* |
| Pontiac Total                                       | 2,470   | 5,767   | -55.4 | 50,677    | 62,395    | -18.8 |
| -----   |         |         |       |           |           |       |
| Relay   | 473     | 0       | ***.* | 473       | 0         | ***.* |
| VUE   | 5,340   | 5,454   | 2.0   | 81,255    | 74,983    | 8.4   |
| Saturn Total  | 5,813   | 5,454   | 11.0  | 81,728    | 74,983    | 9.0   |
| -----   |         |         |       |           |           |       |
| GM Total  | 185,699 | 214,149 | -9.7  | 2,548,350 | 2,517,315 | 1.2   |
| -----   |         |         |       |           |           |       |
| GM TRUCK Deliveries by Production Source            |         |         |       |           |           |       |
| -----   |         |         |       |           |           |       |
| GM North America *                                  | 184,151 | 213,055 | -10.0 | 2,532,239 | 2,504,236 | 1.1   |
| -----   |         |         |       |           |           |       |
| GM Import   | 1,548   | 1,094   | 47.4  | 16,111    | 13,079    | 23.2  |
| -----   |         |         |       |           |           |       |
| GM Total  | 185,699 | 214,149 | -9.7  | 2,548,350 | 2,517,315 | 1.2   |
| -----   |         |         |       |           |           |       |
| GM Light Duty Truck Deliveries by Production Source |         |         |       |           |           |       |
| -----   |         |         |       |           |           |       |
| GM North America *                                  | 181,615 | 210,784 | -10.2 | 2,504,830 | 2,480,748 | 1.0   |

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|           |         |         |       |           |           |       |
|-----------|---------|---------|-------|-----------|-----------|-------|
| GM Import | 0       | 0       | ***.* | 0         | 0         | ***.* |
| GM Total  | 181,615 | 210,784 | -10.2 | 2,504,830 | 2,480,748 | 1.0   |

\* Includes U.S./Canada/Mexico

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

|                    | November |      |                  | Calendar Year-to-Date<br>January - November |      |      |
|--------------------|----------|------|------------------|---|------|------|
|                    | 2004     | 2003 | % Chg<br>per S/D | 2004  | 2003 | %Chg |
| Selling Days (S/D) | 24       | 25   |                  |   |      |      |

GM TRUCK Deliveries by Production Source and Marketing Division

|                            |         |         |       |           |           |       |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total                | 6,190   | 10,228  | -37.0 | 77,911    | 67,264    | 15.8  |
| Cadillac Total             | 6,866   | 7,425   | -3.7  | 81,241    | 55,586    | 46.2  |
| Chevrolet Total            | 122,092 | 136,598 | -6.9  | 1,667,691 | 1,674,595 | -0.4  |
| GMC Total                  | 37,649  | 43,341  | -9.5  | 536,854   | 513,306   | 4.6   |
| HUMMER Total               | 2,693   | 2,837   | -1.1  | 25,531    | 31,447    | -18.8 |
| Oldsmobile Total           | 133     | 1,212   | -88.6 | 8,303     | 21,832    | -62.0 |
| Other-Isuzu Total          | 245     | 193     | 32.2  | 2,303     | 2,828     | -18.6 |
| Pontiac Total              | 2,470   | 5,767   | -55.4 | 50,677    | 62,395    | -18.8 |
| Saturn Total               | 5,813   | 5,454   | 11.0  | 81,728    | 74,983    | 9.0   |
| GM North America<br>Total* | 184,151 | 213,055 | -10.0 | 2,532,239 | 2,504,236 | 1.1   |
| Chevrolet Total            | 161     | 90      | 86.3  | 1,433     | 1,271     | 12.7  |
| GMC Total                  | 386     | 231     | 74.1  | 4,018     | 3,076     | 30.6  |
| Other-Isuzu Total          | 1,001   | 773     | 34.9  | 10,660    | 8,732     | 22.1  |
| GM Import Total            | 1,548   | 1,094   | 47.4  | 16,111    | 13,079    | 23.2  |

GM Light Truck Deliveries by Production Source and Marketing Division

|                            |         |         |       |           |           |       |
|----------------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total                | 6,190   | 10,228  | -37.0 | 77,911    | 67,264    | 15.8  |
| Cadillac Total             | 6,866   | 7,425   | -3.7  | 81,241    | 55,586    | 46.2  |
| Chevrolet Total            | 120,873 | 135,592 | -7.1  | 1,655,309 | 1,664,286 | -0.5  |
| GMC Total                  | 36,577  | 42,269  | -9.9  | 524,130   | 502,955   | 4.2   |
| HUMMER Total               | 2,693   | 2,837   | -1.1  | 25,531    | 31,447    | -18.8 |
| Oldsmobile Total           | 133     | 1,212   | -88.6 | 8,303     | 21,832    | -62.0 |
| Pontiac Total              | 2,470   | 5,767   | -55.4 | 50,677    | 62,395    | -18.8 |
| Saturn Total               | 5,813   | 5,454   | 11.0  | 81,728    | 74,983    | 9.0   |
| GM North America<br>Total* | 181,615 | 210,784 | -10.2 | 2,504,830 | 2,480,748 | 1.0   |

GM Light Truck Deliveries by Marketing Division

|                  |         |         |       |           |           |       |
|------------------|---------|---------|-------|-----------|-----------|-------|
| Buick Total      | 6,190   | 10,228  | -37.0 | 77,911    | 67,264    | 15.8  |
| Cadillac Total   | 6,866   | 7,425   | -3.7  | 81,241    | 55,586    | 46.2  |
| Chevrolet Total  | 120,873 | 135,592 | -7.1  | 1,655,309 | 1,664,286 | -0.5  |
| GMC Total        | 36,577  | 42,269  | -9.9  | 524,130   | 502,955   | 4.2   |
| HUMMER Total     | 2,693   | 2,837   | -1.1  | 25,531    | 31,447    | -18.8 |
| Oldsmobile Total | 133     | 1,212   | -88.6 | 8,303     | 21,832    | -62.0 |

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|               |         |         |       |           |           |       |
|---------------|---------|---------|-------|-----------|-----------|-------|
| Pontiac Total | 2,470   | 5,767   | -55.4 | 50,677    | 62,395    | -18.8 |
| Saturn Total  | 5,813   | 5,454   | 11.0  | 81,728    | 74,983    | 9.0   |
| GM Total      | 181,615 | 210,784 | -10.2 | 2,504,830 | 2,480,748 | 1.0   |

\* Includes US/Canada/Mexico

GM Production Schedule - 12/01/04

| Units 000s                | GMNA |        |       | GME2 | GMLAAM3 | GMAP4 | Total<br>Worldwide | Memo: Joint Ventures |       |                 |
|---------------------------|------|--------|-------|------|---------|-------|--------------------|----------------------|-------|-----------------|
|                           | Carl | Truck1 | Total |      |         |       |                    | GMNA 1<br>Car        | Truck | International 5 |
| 2004 Q4 #                 | 473  | 797    | 1,270 | 446  | 200     | 381   | 2,297              | 17                   | 46    | 317             |
| 2005 Q1 #                 | 481  | 769    | 1,250 | 515  | 181     | 337   | 2,283              | 17                   | 51    | 280             |
| O/(U) prior<br>forecast:€ | 0    | 0      | 0     | 0    | 0       | 0     | 0                  | 0                    | 0     | 0               |

| Units 000s | GMNA  |       |       | GME   | GMLAAM | GMAP | Total<br>Worldwide | Memo: Joint Ventures |       |                 |
|------------|-------|-------|-------|-------|--------|------|--------------------|----------------------|-------|-----------------|
|            | Car   | Truck | Total |       |        |      |                    | GMNA 1<br>Car        | Truck | International 5 |
| 2001       |       |       |       |       |        |      |                    |                      |       |                 |
| 1st Qtr.   | 580   | 634   | 1,214 | 538   | 138    | 51   | 1,941              | 18                   | 9     | NA              |
| 2nd Qtr.   | 638   | 726   | 1,364 | 491   | 165    | 64   | 2,084              | 13                   | 16    | NA              |
| 3rd Qtr.   | 574   | 664   | 1,238 | 373   | 146    | 74   | 1,832              | 11                   | 15    | NA              |
| 4th Qtr.   | 573   | 721   | 1,294 | 441   | 127    | 67   | 1,929              | 9                    | 16    | NA              |
| CY         | 2,365 | 2,745 | 5,110 | 1,842 | 575    | 256  | 7,786              | 51                   | 56    | NA              |
| 2002       |       |       |       |       |        |      |                    |                      |       |                 |
| 1st Qtr.   | 600   | 753   | 1,353 | 456   | 131    | 65   | 2,005              | 11                   | 11    | NA              |
| 2nd Qtr.   | 688   | 865   | 1,553 | 453   | 141    | 74   | 2,221              | 15                   | 17    | NA              |
| 3rd Qtr.   | 568   | 740   | 1,308 | 408   | 132    | 87   | 1,935              | 19                   | 20    | NA              |
| 4th Qtr.   | 602   | 824   | 1,426 | 453   | 157    | 81   | 2,117              | 14                   | 25    | NA              |
| CY         | 2,458 | 3,182 | 5,640 | 1,770 | 561    | 307  | 8,278              | 59                   | 73    | NA              |
| 2003       |       |       |       |       |        |      |                    |                      |       |                 |
| 1st Qtr.   | 591   | 860   | 1,451 | 491   | 127    | 77   | 2,146              | 19                   | 24    | NA              |
| 2nd Qtr.   | 543   | 837   | 1,380 | 488   | 128    | 90   | 2,086              | 19                   | 24    | NA              |
| 3rd Qtr.   | 492   | 753   | 1,245 | 393   | 135    | 120  | 1,893              | 20                   | 17    | NA              |
| 4th Qtr.   | 558   | 827   | 1,385 | 446   | 157    | 133  | 2,121              | 16                   | 20    | NA              |

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|            | ----- | ----- | ----- | ----- | --- | ---   | ----- | -- | --  |       |
|------------|-------|-------|-------|-------|-----|-------|-------|----|-----|-------|
| CY         | 2,184 | 3,277 | 5,461 | 1,818 | 547 | 420   | 8,246 | 74 | 85  | NA    |
| 2004       |       |       |       |       |     |       |       |    |     |       |
| 1st Qtr.   | 525   | 820   | 1,345 | 473   | 159 | 296   | 2,273 | 19 | 19  | 246   |
| 2nd Qtr.   | 542   | 846   | 1,388 | 503   | 172 | 338   | 2,401 | 18 | 48  | 284   |
| 3rd Qtr.   | 463   | 746   | 1,209 | 411   | 185 | 314   | 2,119 | 16 | 43  | 261   |
| 4th Qtr. # | 473   | 797   | 1,270 | 446   | 200 | 381   | 2,297 | 17 | 46  | 317   |
| CY #       | 2,003 | 3,209 | 5,212 | 1,833 | 716 | 1,329 | 9,090 | 70 | 156 | 1,108 |
| 2005       |       |       |       |       |     |       |       |    |     |       |
| 1st Qtr. # | 481   | 769   | 1,250 | 515   | 181 | 337   | 2,283 | 17 | 51  | 280   |

@ Numbers may vary due to rounding

# Denotes estimate

- 1 GMNA includes joint venture production - NUMMI units included in GMNA Car; HUMMER and CAMI units included in GMNA Truck
- 2 GME includes GM-AvtoVAZ joint venture production beginning in Q1 2004
- 3 GMLAAM includes GM Egypt joint venture from 2001 through current calendar years
- 4 GMAP includes joint venture production: Shanghai GM Norsom Motors (formerly Jinbei GM) and Shanghai GM beginning in 2000 and SAIC-GM-Wuling and GM Daewoo Auto Technologies (GMDAT) beginning in Q1 2004
- 5 International joint venture production includes GM-AvtoVAZ, GM Egypt, Shanghai GM Norsom Motors, Shanghai GM, SAIC-GM-Wuling, and GMDAT

Effective December 1, 2004 reporting, 2004 quarterly production for GME and GMAP has been restated to include all joint venture production. In addition, a new International joint venture memo total has been added. Refer to Footnotes 2, 3, 4, & 5.

Memo: Incl all joint ventures

|               | ----- | ----- | ----- | --- | --- | --- | ----- |    |    |     |
|---------------|-------|-------|-------|-----|-----|-----|-------|----|----|-----|
| 4th Qtr. 2003 | 558   | 827   | 1,385 | 458 | 157 | 308 | 2,308 | 16 | 20 | 265 |

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

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(Registrant)

Date: December 1, 2004

By: /s/PETER R. BIBLE

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(Peter R. Bible,  
Chief Accounting Officer)