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GENERAL MOTORS CORP
Form 8-K
September 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) September 1, 2004

GENERAL MOTORS CORPORATION

(Exact Name of Registrant as Specified in its Charter)

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

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 September 1, 2004, General Motors Corporation (GM) issued a news release announcing August 2004 sales. The release is as follows:

GM Reports August Sales of 406,623, Down 7 Percent
Record Small SUV and Cadillac CTS Sales
Total SUV Sales Continue On Record Pace

DETROIT - General Motors dealers sold 406,623 new cars and trucks in August, down 7 percent compared to strong year-ago sales. GM's car sales (170,634) were down 2 percent and truck sales (235,989) were down 10 percent.

"Comparisons to our record sales of last year are tough. Still, our sales last month fell somewhat short of our expectations," said John Smith, group vice president GM North America Vehicle Sales, Service and Marketing. "Some of our newer products - like the Saturn Vue and Chevrolet Equinox small utilities, and the Cadillac CTS - enjoyed record monthly sales. GM's broader family of sport utilities also continues to perform at a record-setting pace. Over the next few months, our portfolio will be strengthened by launch products such as the Pontiac G6, Buick LaCrosse and Chevrolet Cobalt, along with our new crossover sport vans the Buick Terraza, Saturn Relay, Chevrolet Uplander and Pontiac Montana SV6."

GM Truck Sales

GM's truck sales in August declined 10 percent versus record industry levels last year. Utility sales in August (110,076) were down 6 percent compared to last year. This is the fifth month this year that sales of GM sport utility vehicles exceeded 100,000 units, which is the best sales performance in this segment industry-wide. GM remains on a record pace for utility sales in 2004. Small utility deliveries (15,955) established a new August record with a 47 percent increase in sales. Chevrolet Equinox had 8,590 deliveries, up 36 percent from July sales levels. GM had 99,675 pickup sales in August, including 86,898 full-size pickups.

GM Car Sales

GM car sales declined 2 percent compared to last August. In the economy car segment, the Chevrolet Aveo had its best sales month to date (6,509), up 62 percent from July. Cadillac CTS established a new monthly sales record with 4,365 deliveries.

Divisional Highlights

Chevrolet - Chevrolet car sales in August (86,002) were up 26 percent, paced by

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Malibu, which had 18,735 deliveries, a 106 percent increase over last year. On the truck side, in addition to solid Equinox sales, Silverado had its second-best August in 25 years (62,655), and Colorado had 9,967 deliveries.

Cadillac - Cadillac truck sales continued on a record-setting pace for the year. August truck sales (7,057) improved 36 percent compared to year-ago levels. Escalade ESV sales (1,259) were up 20 percent setting a new August record, and there were 2,384 SRX deliveries. CTS continued its sales momentum with a 10 percent improvement over last year and a new monthly record

GMC - For the first time in its history, GMC continues on track to achieve 600,000 sales. Envoy had record August sales (14,082), up 18 percent compared to last year. Canyon had 2,180 sales.

Pontiac - Bonneville sales were solid in August (3,743), a 92 percent increase over year-ago levels. GTO had its best sales since launch with 967 deliveries.

HUMMER - HUMMER achieved its second-best sales results this year with 2,404 deliveries. This was the third consecutive month of sales gains for H2, calculated on a selling-days basis. Additionally, H2 achieved its highest daily sales rate of any month this year fueled by H2 SUT sales.

Certified Used Vehicles

August 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 42,459 units, up 9 percent from August 2003. Year-to-date sales were up 10 percent.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand posted August sales of 35,283, up 9 percent. GM Certified Used Vehicles continues to lead all certified pre-owned brands industry-wide with 2004 sales of 291,869 units through August, a 10.5 percent increase from year-ago levels.

Cadillac Certified Pre-Owned Vehicles posted sales of 3,031 units, up 13 percent. Used Cars from Saturn sold 3,379 units, up 22 percent. Saab Certified Pre-Owned vehicles sold 766 units in August, down 35 percent.

"GM is the clear industry leader in certified pre-owned sales, with GM Certified Used Vehicles up 9 percent in August and 10.5 percent year-to-date, while Cadillac Certified Pre-Owned and Used Cars from Saturn each recorded double-digit increases from August 2003," Smith said. "GM continues to drive the category, with 2004 certified pre-owned sales up 10 percent for the calendar year."

GM North America Announces August Production Results 2004 Third-Quarter Production Forecast Remains Unchanged Initial 2004 Fourth-Quarter Production Forecast Set

In August, GM North America produced 491,000 vehicles (188,000 cars and 303,000 trucks) in North America, compared to 440,000 vehicles (174,000 cars and 266,000 trucks) produced in August 2003. Production totals include joint venture production of 23,500 vehicles in August 2004 and 9,200 vehicles in August 2003.

GM North America's 2004 third-quarter production forecast remains unchanged at 1.2 million vehicles (469,000 cars and 731,000 trucks). In the third quarter of 2003, GM North America built 1.245 million vehicles (492,000 cars and 753,000 trucks).

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In addition, GM North America set its initial fourth-quarter production forecast at 1.29 million vehicles (492,000 cars and 798,000 trucks), down 6.8 percent compared to last year's fourth-quarter production. 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 estimate is 5.22 million vehicles, down 4.4 percent from last year's production total of 5.46 million vehicles.

GM also announced current third-quarter and initial fourth-quarter production forecasts for its international regions:

GM Europe - The region's current third-quarter forecast is 401,000 vehicles, up 2,000 vehicles from last month's forecast of 399,000. In the third quarter of 2003, GM Europe built 393,000 vehicles. The region's initial fourth-quarter forecast is 477,000 vehicles. In the fourth quarter of 2003, the region built 446,000 vehicles.

GM Asia Pacific - The region's current third-quarter production forecast is 152,000 vehicles, down 1,000 vehicles from last month's guidance. In the third quarter of 2003, the Asia Pacific region built 120,000 vehicles. GM Asia Pacific's initial fourth-quarter production forecast is 162,000 vehicles. In the fourth quarter of 2003, the region built 133,000 vehicles.

GM Latin America, Africa and the Middle East - GM's current third-quarter production guidance for the region is 190,000 vehicles, down 1,000 vehicles from last month's guidance. The region built 135,000 vehicles in the third quarter of 2003. The region's initial fourth-quarter forecast is 189,000 vehicles. In the fourth quarter of 2003, the region built 157,000 vehicles.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs about 325,000 people globally in its core automotive business and subsidiaries. Founded in 1908, GM has been the global automotive sales leader since 1931. GM today has manufacturing operations in 32 countries, and its vehicles are sold in 192 countries. In 2003, GM sold nearly 8.6 million cars and trucks, about 15 percent of the global vehicle market. GM's global headquarters is at the GM Renaissance Center in Detroit. More information on GM and its products can be found on the company's consumer website at www.gm.com.

Note: GM sales and production results are available on GM Media OnLine at <http://media.gm.com> by clicking on News, then Sales/Production. In this press release and related comments by General Motors management, our use of the words "expect," "anticipate," "estimate," "forecast," "objective," "plan," "goal" and similar expressions is intended to identify forward looking statements. While these statements represent our current judgment on what the future may hold, and we believe these judgments are reasonable, actual results may differ materially due to numerous important factors that are described in GM's most recent report on SEC Form 10-K (at page II-20) which may be revised or supplemented in subsequent reports on SEC Forms 10-Q and 8-K. Such factors include, among others, the following: changes in economic conditions, currency exchange rates or political stability; shortages of fuel, labor strikes or work stoppages; market acceptance of the corporation's new products; significant changes in the competitive environment; changes in laws, regulations and tax rates; and, the ability of the corporation to achieve reductions in cost and employment levels to realize production efficiencies and implement capital expenditures at levels and times planned by management.

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

Curr S/D: Prev S/D:	25 27	August		% Chg per S/D	Calendar Year-to-Date January - August		%Chg
		2004	2003		2004	2003	
Vehicle Total		406,623	472,427	-7.0	3,161,507	3,214,783	-1.7
Car Total		170,634	188,298	-2.1	1,296,981	1,340,071	-3.2
Truck Total		235,989	284,129	-10.3	1,864,526	1,874,712	-0.5
Light Truck Total		232,377	280,685	-10.6	1,832,919	1,848,001	-0.8
Light Vehicle Total		403,011	468,983	-7.2	3,129,900	3,188,072	-1.8

Market Division Vehicle Total	August		% Chg per S/D	Calendar Year-to-Date January - August		%Chg
	2004	2003		2004	2003	
Buick	28,840	35,639	-12.6	223,750	233,376	-4.1
Cadillac	19,771	22,119	-3.5	149,683	135,051	10.8
Chevrolet	243,414	266,756	-1.5	1,824,933	1,807,166	1.0
GMC	50,581	59,563	-8.3	394,972	380,404	3.8
HUMMER	2,404	2,987	-13.1	17,736	22,616	-21.6
Oldsmobile	894	8,796	-89.0	26,049	85,560	-69.6
Other - Isuzu	1,209	1,042	25.3	9,576	8,592	11.5
Pontiac	39,067	45,085	-6.4	335,311	309,281	8.4
Saab	2,925	4,209	-24.9	25,813	33,085	-22.0
Saturn	17,518	26,231	-27.9	153,684	199,652	-23.0

Sales of Domestically Produced Vehicles

Car	160,233	184,089	-6.0	1,233,524	1,306,971	-5.6
Light Truck	232,377	280,685	-10.6	1,832,919	1,848,001	-0.8

Twenty-five selling days for the August period this year and twenty-seven for last year.

*American Isuzu Motors, Inc., dealer sales of commercial vehicles distributed by General Motors Corporation as reported to General Motors by American Isuzu Motors, Inc.

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GM Car Deliveries - (United States)
August 2004

	August		%Chg per S/D	Calendar Year-to-Date January - August		
	2004	2003		2004	2003	%Chg
	Selling Days (S/D) 25 27					
Century	9,903	9,167	16.7	57,391	67,544	-15.0
LeSabre	11,276	14,863	-18.1	83,218	85,633	-2.8
Park Avenue	1,139	2,617	-53.0	13,278	18,103	-26.7
Regal	759	2,241	-63.4	11,967	16,252	-26.4
Buick Total	23,077	28,888	-13.7	165,854	187,532	-11.6
Catera	0	0	***.*	0	15	***.*
CTS	4,365	4,278	10.2	38,862	34,078	14.0
DeVille	7,741	10,831	-22.8	46,501	51,753	-10.1
Eldorado	0	1	***.*	7	187	-96.3
Seville	242	1,387	-81.2	2,811	13,191	-78.7
STS	47	0	***.*	47	0	***.*
XLR	319	0	***.*	2,478	0	***.*
Cadillac Total	12,714	16,497	-16.8	90,706	99,224	-8.6
Aveo	6,509	0	***.*	32,093	0	***.*
Camaro	0	51	***.*	127	1,050	-87.9
Cavalier	20,380	20,391	7.9	144,250	176,351	-18.2
Classic	6,525	4,989	41.3	68,608	16,314	320.5
Corvette	2,067	2,107	5.9	23,947	21,060	13.7
Impala	25,240	29,236	-6.8	188,676	194,151	-2.8
Lumina	0	0	***.*	0	15	***.*
Malibu	18,735	9,822	106.0	108,868	93,333	16.6
Metro	0	0	***.*	0	1	***.*
Monte Carlo	6,111	6,936	-4.8	38,547	45,613	-15.5
Prizm	0	0	***.*	5	16	-68.8
SSR	435	1	***.*	6,449	1	***.*
Chevrolet Total	86,002	73,533	26.3	611,570	547,905	11.6
Alero	465	7,201	-93.0	18,547	64,869	-71.4
Aurora	8	219	-96.1	187	2,787	-93.3
Intrigue	0	40	***.*	55	733	-92.5
Oldsmobile Total	473	7,460	-93.2	18,789	68,389	-72.5
Bonneville	3,743	2,110	91.6	22,496	17,126	31.4
Firebird	0	43	***.*	109	856	-87.3
Grand Am	13,608	19,125	-23.2	107,547	100,326	7.2
Grand Prix	9,614	9,924	4.6	91,427	70,408	29.9
GTO	967	0	***.*	5,551	0	***.*
Sunfire	2,369	4,385	-41.7	24,629	29,770	-17.3
Vibe	3,995	4,402	-2.0	42,302	43,132	-1.9
Pontiac Total	34,296	39,989	-7.4	294,061	261,618	12.4
9-2X	226	0	***.*	410	0	***.*
9-3	1,833	2,885	-31.4	18,989	23,731	-20.0
9-5	866	1,324	-29.4	6,414	9,354	-31.4
Saab Total	2,925	4,209	-24.9	25,813	33,085	-22.0
ION	10,009	11,146	-3.0	74,020	82,164	-9.9

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Saturn L Series	1,138	6,441	-80.9	16,168	53,353	-69.7
Saturn S Series	0	135	***.*	0	6,801	***.*
Saturn Total	11,147	17,722	-32.1	90,188	142,318	-36.6
GM Total	170,634	188,298	-2.1	1,296,981	1,340,071	-3.2

GM Car Deliveries by Production Source

GM North America *	160,233	184,089	-6.0	1,233,524	1,306,971	-5.6
GM Import	10,401	4,209	166.9	63,457	33,100	91.7
GM Total	170,634	188,298	-2.1	1,296,981	1,340,071	-3.2

* Includes U.S./Canada/Mexico

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GM Car Deliveries - (United States)
August 2004

	August		%Chg per S/D	Calendar Year-to-Date January - August		
	2004	2003		2004	2003	%Chg
Selling Days (S/D)	25	27				

GM Car Deliveries by Production Source and Marketing Division

Buick Total	23,077	28,888	-13.7	165,854	187,532	-11.6
Cadillac Total	12,714	16,497	-16.8	90,706	99,209	-8.6
Chevrolet Total	79,493	73,533	16.8	579,477	547,905	5.8
Oldsmobile Total	473	7,460	-93.2	18,789	68,389	-72.5
Pontiac Total	33,329	39,989	-10.0	288,510	261,618	10.3
Saturn Total	11,147	17,722	-32.1	90,188	142,318	-36.6
GM North America Total*	160,233	184,089	-6.0	1,233,524	1,306,971	-5.6
Cadillac Total	0	0	***.*	0	15	***.*
Chevrolet Total	6,509	0	***.*	32,093	0	***.*
Pontiac Total	967	0	***.*	5,551	0	***.*
Saab Total	2,925	4,209	-24.9	25,813	33,085	-22.0
GM Import Total	10,401	4,209	166.9	63,457	33,100	91.7

GM Vehicle Deliveries by Marketing Division

Buick Total	28,840	35,639	-12.6	223,750	233,376	-4.1
Cadillac Total	19,771	22,119	-3.5	149,683	135,051	10.8
Chevrolet Total	243,414	266,756	-1.5	1,824,933	1,807,166	1.0
GMC Total	50,581	59,563	-8.3	394,972	380,404	3.8
HUMMER Total	2,404	2,987	-13.1	17,736	22,616	-21.6
Oldsmobile Total	894	8,796	-89.0	26,049	85,560	-69.6
Other-Isuzu Total	1,209	1,042	25.3	9,576	8,592	11.5
Pontiac Total	39,067	45,085	-6.4	335,311	309,281	8.4
Saab Total	2,925	4,209	-24.9	25,813	33,085	-22.0
Saturn Total	17,518	26,231	-27.9	153,684	199,652	-23.0
GM Total	406,623	472,427	-7.0	3,161,507	3,214,783	-1.7

* Includes US/Canada/Mexico

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GM Truck Deliveries - (United States)
August 2004

	August			Calendar Year-to-Date January - August		
	2004	2003	% Chg per S/D	2004	2003	%Chg
	Selling Days (S/D)	25	27			
Rainier	2,114	42	***.*	14,542	42	***.*
Rendezvous	3,649	6,709	-41.3	43,354	45,802	-5.3
Total Buick	5,763	6,751	-7.8	57,896	45,844	26.3
Escalade	2,697	3,413	-14.7	23,629	21,268	11.1
Escalade ESV	1,259	1,133	20.0	9,583	7,756	23.6
Escalade EXT	717	1,070	-27.6	6,545	6,797	-3.7
SRX	2,384	6	***.*	19,220	6	***.*
Total Cadillac	7,057	5,622	35.6	58,977	35,827	64.6
Astro	1,429	3,369	-54.2	23,731	29,265	-18.9
C/K Suburban(Chevy)	9,209	14,785	-32.7	76,761	83,788	-8.4
Chevy C/T Series	20	39	-44.6	261	612	-57.4
Chevy W Series	184	196	1.4	1,575	1,449	8.7
Colorado	9,967	0	***.*	72,700	0	***.*
Equinox	8,590	0	***.*	38,881	0	***.*
Express Cutaway/G Cut	1,932	2,224	-6.2	12,941	12,524	3.3
Express Panel/G Van	5,767	7,799	-20.1	49,334	47,092	4.8
Express/G Sportvan	1,808	1,023	90.9	12,926	11,411	13.3
Kodiak 4/5 Series	684	678	9.0	5,296	4,847	9.3
Kodiak 6/7/8 Series	206	230	-3.3	2,400	1,564	53.5
S/T Blazer	1,279	3,965	-65.2	28,384	33,293	-14.7
S/T Pickup	502	16,514	-96.7	9,266	106,699	-91.3
Tahoe	15,051	21,718	-25.2	125,649	131,297	-4.3
Tracker	994	3,194	-66.4	12,757	26,417	-51.7
TrailBlazer	25,932	27,264	2.7	179,680	180,120	-0.2
Venture	5,703	8,099	-24.0	55,375	59,930	-7.6
Avalanche	5,500	9,912	-40.1	55,542	62,631	-11.3
Silverado-C/K Pickup	62,655	72,214	-6.3	449,904	466,322	-3.5
Chevrolet Fullsize Pickups	68,155	82,126	-10.4	505,446	528,953	-4.4
Chevrolet Total	157,412	193,223	-12.0	1,213,363	1,259,261	-3.6
Canyon	2,180	0	***.*	15,855	0	***.*
Envoy	14,082	12,822	18.6	90,773	88,354	2.7
GMC C/T Series	6	90	-92.8	326	1,274	-74.4
GMC W Series	496	395	35.6	3,528	2,951	19.6
S/T Jimmy	0	0	***.*	0	52	***.*
Safari (GMC)	297	1,116	-71.3	5,764	7,593	-24.1
Savana Panel/G Classic	1,386	2,426	-38.3	13,348	13,651	-2.2
Savana Special/G Cut	373	1,347	-70.1	15,305	8,122	88.4
Savana/Rally	169	292	-37.5	1,677	2,274	-26.3
Sierra	18,743	19,693	2.8	137,347	131,014	4.8

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Sonoma	128	4,180	-96.7	2,963	26,219	-88.7
Topkick 4/5 Series	449	428	13.3	4,126	2,908	41.9
Topkick 6/7/8 Series	358	346	11.7	4,519	2,514	79.8
Yukon	6,716	9,462	-23.3	58,551	52,730	11.0
Yukon XL	5,198	6,966	-19.4	40,890	40,748	0.3
GMC Total	50,581	59,563	-8.3	394,972	380,404	3.8

HUMMER H1	16	85	-79.7	316	462	-31.6
HUMMER H2	2,388	2,902	-11.1	17,420	22,154	-21.4
HUMMER Total	2,404	2,987	-13.1	17,736	22,616	-21.6

Bravada	106	577	-80.2	1,609	5,673	-71.6
Silhouette	315	759	-55.2	5,651	11,498	-50.9
Oldsmobile Total	421	1,336	-66.0	7,260	17,171	-57.7

Other-Isuzu F Series	111	118	1.6	828	979	-15.4
Other-Isuzu N Series	1,098	924	28.3	8,748	7,613	14.9
Other-Isuzu Total	1,209	1,042	25.3	9,576	8,592	11.5

Aztek	1,324	1,975	-27.6	15,377	20,351	-24.4
Montana	3,447	3,121	19.3	25,873	27,312	-5.3
Pontiac Total	4,771	5,096	1.1	41,250	47,663	-13.5

VUE	6,371	8,509	-19.1	63,496	57,334	10.7
Saturn Total	6,371	8,509	-19.1	63,496	57,334	10.7

GM Total	235,989	284,129	-10.3	1,864,526	1,874,712	-0.5

GM TRUCK Deliveries by Production Source						

GM North America *	234,456	282,904	-10.5	1,852,646	1,865,040	-0.7

GM Import	1,533	1,225	35.2	11,880	9,672	22.8

GM Total	235,989	284,129	-10.3	1,864,526	1,874,712	-0.5

GM Light Duty Truck Deliveries by Production Source						

GM North America *	232,377	280,685	-10.6	1,832,919	1,848,001	-0.8

GM Import	0	0	***.*	0	0	***.*

GM Total	232,377	280,685	-10.6	1,832,919	1,848,001	-0.8

* Includes U.S./Canada/Mexico

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GM Truck Deliveries - (United States)
August 2004

	August		% Chg per S/D	Calendar Year-to-Date January - August		%Chg
	2004	2003		2004	2003	
Selling Days (S/D)	25	27				

GM TRUCK Deliveries by Production Source and Marketing Division						

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Buick Total	5,763	6,751	-7.8	57,896	45,844	26.3
Cadillac Total	7,057	5,622	35.6	58,977	35,827	64.6
Chevrolet Total	157,286	193,101	-12.0	1,212,366	1,258,302	-3.7
GMC Total	50,180	59,255	-8.5	392,060	378,133	3.7
HUMMER Total	2,404	2,987	-13.1	17,736	22,616	-21.6
Oldsmobile Total	421	1,336	-66.0	7,260	17,171	-57.7
Other-Isuzu Total	203	247	-11.2	1,605	2,150	-25.3
Pontiac Total	4,771	5,096	1.1	41,250	47,663	-13.5
Saturn Total	6,371	8,509	-19.1	63,496	57,334	10.7
GM North America Total*	234,456	282,904	-10.5	1,852,646	1,865,040	-0.7

Chevrolet Total	126	122	11.5	997	959	4.0
GMC Total	401	308	40.6	2,912	2,271	28.2
Other-Isuzu Total	1,006	795	36.7	7,971	6,442	23.7
GM Import Total	1,533	1,225	35.2	11,880	9,672	22.8

GM Light Truck Deliveries by Production Source and Marketing Division

Buick Total	5,763	6,751	-7.8	57,896	45,844	26.3
Cadillac Total	7,057	5,622	35.6	58,977	35,827	64.6
Chevrolet Total	156,318	192,080	-12.1	1,203,831	1,250,789	-3.8
GMC Total	49,272	58,304	-8.7	382,473	370,757	3.2
HUMMER Total	2,404	2,987	-13.1	17,736	22,616	-21.6
Oldsmobile Total	421	1,336	-66.0	7,260	17,171	-57.7
Pontiac Total	4,771	5,096	1.1	41,250	47,663	-13.5
Saturn Total	6,371	8,509	-19.1	63,496	57,334	10.7
GM North America Total*	232,377	280,685	-10.6	1,832,919	1,848,001	-0.8

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* Includes US/Canada/Mexico

GM Production Schedule - 09/01/04

Units 000s	GMNA						Total Worldwide	Memo: JV1	
	Carl	Truck1	Total	GME2	GMLAAM	GMAP		Car	Truck
2004 Q3 #	469	731	1,200	401	190	152	1,943	16	43
O/(U) prior forecast:@	(6)	6	0	2	(1)	(1)	0	(2)	(3)
2004 Q4 #	492	798	1,290	477	189	162	2,118	17	45
O/(U) prior									

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forecast:@	0	0	0	0	0	0	0	0	0
=====									
GMNA									
Units 000s	Car	Truck	Total	GME	GMLAAM	GMAP	Total Worldwide	Memo: JV1 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
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CY	2,184	3,277	5,461	1,818	547	420	8,246	74	85
2004									
1st Qtr.	525	820	1,345	463	158	116	2,082	19	19
2nd Qtr.	542	845	1,387	489	172	145	2,193	18	48
3rd Qtr. #	469	731	1,200	401	190	152	1,943	16	43
4th Qtr. #	492	798	1,290	477	189	162	2,118	17	45
	-----	-----	-----	-----	-----	-----	-----	-----	-----
CY #	2,028	3,194	5,222	1,830	709	575	8,336	70	155
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@ 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.

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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: September 1, 2004

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

(Peter R. Bible,
Chief Accounting Officer)