

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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

Registrant's telephone number, including area code (313) 556-5000  
-----

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

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

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

- [ ] 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

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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.

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

"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

## Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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 January - November		
	2004	2003	% Chg 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 Vehicle Total	November			Calendar Year-to-Date January - November		
	2004	2003	% Chg 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

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

-----  
Sales of Domestically Produced Vehicles

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.

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

	November		%Chg per S/D	Calendar Year-to-Date January - November		
	2004	2003		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

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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 per S/D	Calendar Year-to-Date 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 Total*	108,398	141,990	-20.5	1,626,775	1,743,323	-6.7

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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		% Chg per S/D	Calendar Year-to-Date January - November		
	2004	2003		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



Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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 January - November		
	2004	2003	% Chg 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 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 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

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

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 Worldwide	Memo: Joint Ventures		
	Carl	Truck1	Total					GMNA 1 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 forecast:€	0	0	0	0	0	0	0	0	0	0

Units 000s	GMNA			GME	GMLAAM	GMAP	Total Worldwide	Memo: Joint Ventures		
	Car	Truck	Total					GMNA 1 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

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

	-----	-----	-----	-----	---	---	-----	--	--	
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

-----

Edgar Filing: GENERAL MOTORS CORP - Form 8-K

(Registrant)

Date: December 1, 2004

By: /s/PETER R. BIBLE

-----

(Peter R. Bible,  
Chief Accounting Officer)