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GENERAL MOTORS CORP
Form 8-K
October 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) October 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

=====
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)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the

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

GM Reports September Sales of 458,799, Up 20 Percent

GM Sets All-Time Industry Sales Records for Trucks, SUVs and Full-Size Pickups

Chevrolet Posts Best Sales Since October 2001; GMC Since December 2002

DETROIT - General Motors dealers sold 458,799 new cars and trucks in September, up 20 percent compared to year-ago levels. GM's truck sales (287,129) were up 32.5 percent, and car sales (171,670) were up 3 percent. Third-quarter sales (1,324,685) were up 2 percent.

"GM's September results included all-time industry record sales of trucks, SUVs and full-size pickups," said John Smith, group vice president, GM North America Vehicle Sales, Service and Marketing. "Chevrolet enjoyed its best month since October 2001, with strong sales of Aveo, Malibu, Equinox and Colorado. Other launch products - Cadillac SRX, GMC Canyon and Pontiac GTO - also had strong sales. New vehicles such as Chevrolet Cobalt, Pontiac G6 and Buick LaCrosse should add to the sales excitement."

GM Truck Sales

GM's truck lineup posted industry-record September sales. Full-size pickups and sport utility vehicles both set industry sales records. Full-size pickup deliveries (108,742) posted a 42 percent gain, led by record Chevrolet full-size pickup sales, up 41 percent, and record GMC Sierra sales, up 47 percent. This is the eighth consecutive month that GM full-size pickups led the industry. Deliveries of medium pickups were up 33 percent (16,022), as Chevrolet Colorado and GMC Canyon continued to build sales strength.

GM again set a new industry benchmark for utility vehicle sales. SUV sales (134,819) improved 35 percent compared to year-ago levels, surpassing the 100,000-unit sales mark for the sixth month this year. Third-quarter utility sales gained 12 percent (382,076), also setting another record.

September deliveries of medium utilities (54,212) improved 41 percent, led by record Chevrolet TrailBlazer sales, up 57 percent (28,175) and record GMC Envoy sales, up 62 percent (14,792). Medium utility sales increased 12 percent in the third quarter (160,954), setting an industry record.

Small utilities continued to gain sales strength in September, with 19,456 deliveries, a 109 percent increase compared to last year. Chevrolet Equinox had its best sales month since launch with 12,126 deliveries, a 41 percent improvement over August. Small utility sales were up 66 percent in the third quarter (52,542).

GM Car Sales

GM car sales rose 3 percent compared to last September. There were several

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pockets of strength. Cadillac CTS continued its record sales momentum with a 28 percent increase in September (4,202) and a 21 percent sales improvement in the third quarter (13,831). Malibu sales were up 144 percent in September (18,469) and 123 percent in the third quarter (61,183)

Divisional Highlights

Chevrolet - Chevrolet sales in September were up 36 percent (283,264), led by very strong truck sales (193,476), which improved 37 percent. In addition to Equinox and TrailBlazer, Silverado sales were up 46 percent (77,007), a new September record. Colorado posted its best sales since its introduction (12,493). Chevrolet car sales were solid in September with 89,788 deliveries, a 35 percent improvement over last year. In addition to strong Malibu sales, Aveo posted 6,195 deliveries and Corvette set a new monthly sales record (3,705). Chevrolet's third-quarter sales were up 8 percent compared to year-ago levels (795,918). Car sales increased 20 percent (264,648) in the third quarter.

Cadillac - Cadillac sales in September were up 2 percent. Its record-setting truck sales pace continued in September with 7,863 deliveries, a 28 percent improvement. Escalade ESV sales (1,521) were up 23 percent, a new monthly record, and SRX deliveries were 2,439. Cadillac's third-quarter performance was strong, as evidenced by a total sales improvement of 9 percent (63,453) and a 51 percent increase in truck sales (24,318).

GMC - GMC continued its exceptional sales pace with record sales (62,754), up 32 percent compared to last September. It remains on track to exceed 600,000 sales for the first time in its history. Envoy established a new monthly sales record (14,792), up 62 percent and Canyon had 2,999 deliveries. GMC's third-quarter sales improved 7 percent compared to year-ago levels (174,604) and set a new third quarter record.

Pontiac - Bonneville sales (2,884), buoyed by GXP deliveries, jumped 137 percent in September. GTO had its best sales since launch with 2,678 deliveries, up 177 percent compared to August and its best monthly sales since launch. Vibe had record September sales, up 61 percent (5,227). Third-quarter Bonneville sales were up 84 percent (9,733), and Vibe deliveries improved 32 percent (16,040), a monthly record. The all-new G6s are arriving in dealers' showrooms.

Saturn - Saturn Ion sales increased 29.5 percent compared to last September (9,816).

Buick - Buick truck sales were up 45 percent in September (7,888), with Rainier posting its best sales since launch with 3,338 deliveries. Third-quarter truck sales rose 30 percent (22,395).

Certified Used Vehicles

September 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 43,612 units, up 14 percent from September 2003. Year-to-date sales were up 10 percent. GM's third-quarter sales of 132,741 units set a new quarterly high for the certified category.

GM Certified Used Vehicles, the industry's top-selling manufacturer-certified used brand, posted September sales of 36,854 units, up 15 percent from year-ago levels. GM Certified Used Vehicles continued to lead all certified pre-owned brands industry-wide with calendar year-to-date sales of 328,723 units, an 11 percent increase from the same period last year.

Cadillac Certified Pre-owned Vehicles posted sales of 3,301 units, up 24 percent

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from last September. Used Cars from Saturn sold 2,811 units, up 4 percent. Saab Certified Pre-Owned Vehicles sold 646 units, down 26 percent.

"With record quarterly sales, GM is building momentum as the category leader in certified pre-owned sales," Smith said. "GM Certified Used Vehicles sales were up 15 percent in September and 11 percent year-to-date, while Cadillac Certified Pre-Owned recorded a strong 24 percent increase in September. GM continues to drive the certified segment, with 2004 sales up more than 10 percent through September."

GM North America 2004 Calendar Year Production Forecast Unchanged at 5.22 Million Vehicles

In September, GM North America produced 469,000 vehicles (183,500 cars and 285,500 trucks) in North America, compared to 518,000 vehicles (215,000 cars and 303,000 trucks) produced in September 2003. Production totals include joint venture production of 21,000 vehicles in September 2004 and 15,500 vehicles in September 2003.

In the third quarter, GM North America built 1.209 million vehicles (463,000 cars and 746,000 trucks), up approximately 9,000 vehicles from last month's guidance. In the third quarter of 2003, GM North America built 1.245 million vehicles (492,000 cars and 753,000 trucks).

In addition, GM North America's current fourth-quarter production forecast is 1.28 million vehicles (479,000 cars and 801,000 trucks), down 10,000 vehicles from last month's initial guidance. 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 5.22 million vehicles, unchanged from last month's guidance.

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

GM Europe - The region's current third-quarter forecast is 398,000 vehicles, down 3,000 vehicles from last month's forecast of 401,000 vehicles. In the third quarter of 2003, GM Europe built 393,000 vehicles. The region's current fourth-quarter forecast is 448,000 vehicles, down 29,000 vehicles from last month's initial guidance of 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 151,000 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 current fourth-quarter production forecast is 167,000 vehicles, up 5,000 vehicles from last month's guidance. In the fourth quarter of 2003, the region built 133,000 vehicles.

GM Latin America, Africa and Middle East - GM's current third-quarter production guidance for the region is 189,000 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 revised fourth-quarter forecast is 193,000 vehicles, up 4,000 vehicles from last month's initial guidance. 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

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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:

	September			Calendar Year-to-Date January - September		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Curr S/D: 25						
Prev S/D: 24						
Vehicle Total	458,799	367,496	19.9	3,620,306	3,582,279	1.1
Car Total	171,670	159,416	3.4	1,468,651	1,499,487	-2.1
Truck Total	287,129	208,080	32.5	2,151,655	2,082,792	3.3
Light Truck Total	283,161	204,790	32.7	2,116,080	2,052,791	3.1
Light Vehicle Total	454,831	364,206	19.9	3,584,731	3,552,278	0.9

Market Division Vehicle Total	September			Calendar Year-to-Date January - September		
	2004	2003	% Chg per S/D	2004	2003	%Chg
Buick	25,429	24,391	0.1	249,179	257,767	-3.3
Cadillac	19,762	18,629	1.8	169,445	153,680	10.3
Chevrolet	283,264	199,773	36.1	2,108,197	2,006,939	5.0
GMC	62,754	45,585	32.2	457,726	425,989	7.5

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HUMMER	2,548	2,837	-13.8	20,284	25,453	-20.3
Oldsmobile	1,169	10,872	-89.7	27,218	96,432	-71.8
Other - Isuzu	1,022	1,006	-2.5	10,598	9,598	10.4
Pontiac	42,495	42,920	-5.0	377,806	352,201	7.3
Saab	3,102	4,374	-31.9	28,915	37,459	-22.8
Saturn	17,254	17,109	-3.2	170,938	216,761	-21.1

Sales of Domestically Produced Vehicles

Car	159,695	155,042	-1.1	1,393,219	1,462,013	-4.7
Light Truck	283,161	204,790	32.7	2,116,080	2,052,791	3.1

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

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

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

	September			Calendar Year-to-Date January - September		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	25	24				
Century	4,153	7,388	-46.0	61,544	74,932	-17.9
LeSabre	10,966	7,738	36.0	94,184	93,371	0.9
Park Avenue	1,533	1,931	-23.8	14,811	20,034	-26.1
Regal	889	2,101	-59.4	12,856	18,353	-30.0
Buick Total	17,541	19,158	-12.1	183,395	206,690	-11.3
Catera	0	0	***.*	0	15	***.*
CTS	4,202	3,151	28.0	43,064	37,229	15.7
DeVille	5,989	8,103	-29.0	52,490	59,856	-12.3
Eldorado	0	1	***.*	7	188	-96.3
Seville	252	1,393	-82.6	3,063	14,584	-79.0
STS	1,187	0	***.*	1,234	0	***.*
XLR	269	85	203.8	2,747	85	***.*
Cadillac Total	11,899	12,733	-10.3	102,605	111,957	-8.4
Aveo	6,195	0	***.*	38,288	0	***.*
Camaro	0	22	***.*	127	1,072	-88.2
Cavalier	19,031	17,684	3.3	163,281	194,035	-15.8
Classic	5,056	8,677	-44.1	73,664	24,991	194.8
Corvette	3,705	1,615	120.2	27,652	22,675	21.9
Impala	30,776	22,298	32.5	219,452	216,449	1.4
Lumina	0	0	***.*	0	15	***.*
Malibu	18,469	7,278	143.6	127,337	100,611	26.6
Metro	0	0	***.*	0	1	***.*
Monte Carlo	5,765	6,249	-11.4	44,312	51,862	-14.6
Prizm	0	0	***.*	5	16	-68.8

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SSR	791	0	***.*	7,240	1	***.*
Chevrolet Total	89,788	63,823	35.1	701,358	611,728	14.7

Alero	557	9,335	-94.3	19,104	74,204	-74.3
Aurora	6	123	-95.3	193	2,910	-93.4
Intrigue	0	18	***.*	55	751	-92.7
Oldsmobile Total	563	9,476	-94.3	19,352	77,865	-75.1

Bonneville	2,884	1,169	136.8	25,380	18,295	38.7
Firebird	0	20	***.*	109	876	-87.6
G6	924	0	***.*	924	0	***.*
Grand Am	12,666	16,176	-24.8	120,213	116,502	3.2
Grand Prix	10,607	15,552	-34.5	102,034	85,960	18.7
GTO	2,678	0	***.*	8,229	0	***.*
Sunfire	2,934	3,259	-13.6	27,563	33,029	-16.5
Vibe	5,227	3,117	61.0	47,529	46,249	2.8
Pontiac Total	37,920	39,293	-7.4	331,981	300,911	10.3

9-2X	316	0	***.*	726	0	***.*
9-3	1,933	2,922	-36.5	20,922	26,653	-21.5
9-5	853	1,452	-43.6	7,267	10,806	-32.8
Saab Total	3,102	4,374	-31.9	28,915	37,459	-22.8

ION	9,816	7,279	29.5	83,836	89,443	-6.3
Saturn L Series	1,041	3,209	-68.9	17,209	56,562	-69.6
Saturn S Series	0	71	***.*	0	6,872	***.*
Saturn Total	10,857	10,559	-1.3	101,045	152,877	-33.9

GM Total	171,670	159,416	3.4	1,468,651	1,499,487	-2.1

GM Car Deliveries by Production Source

GM North America *	159,695	155,042	-1.1	1,393,219	1,462,013	-4.7
GM Import	11,975	4,374	162.8	75,432	37,474	101.3
GM Total	171,670	159,416	3.4	1,468,651	1,499,487	-2.1

* Includes U.S./Canada/Mexico

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GM Car Deliveries - (United States)
September 2004

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

GM Car Deliveries by Production Source and Marketing Division

Buick Total	17,541	19,158	-12.1	183,395	206,690	-11.3
Cadillac Total	11,899	12,733	-10.3	102,605	111,942	-8.3
Chevrolet Total	83,593	63,823	25.7	663,070	611,728	8.4
Oldsmobile Total	563	9,476	-94.3	19,352	77,865	-75.1
Pontiac Total	35,242	39,293	-13.9	323,752	300,911	7.6
Saturn Total	10,857	10,559	-1.3	101,045	152,877	-33.9

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GM North America						
Total*	159,695	155,042	-1.1	1,393,219	1,462,013	-4.7
Cadillac Total	0	0	***.*	0	15	***.*
Chevrolet Total	6,195	0	***.*	38,288	0	***.*
Pontiac Total	2,678	0	***.*	8,229	0	***.*
Saab Total	3,102	4,374	-31.9	28,915	37,459	-22.8
GM Import Total	11,975	4,374	162.8	75,432	37,474	101.3
GM Vehicle Deliveries by Marketing Division						
Buick Total	25,429	24,391	0.1	249,179	257,767	-3.3
Cadillac Total	19,762	18,629	1.8	169,445	153,680	10.3
Chevrolet Total	283,264	199,773	36.1	2,108,197	2,006,939	5.0
GMC Total	62,754	45,585	32.2	457,726	425,989	7.5
HUMMER Total	2,548	2,837	-13.8	20,284	25,453	-20.3
Oldsmobile Total	1,169	10,872	-89.7	27,218	96,432	-71.8
Other-Isuzu Total	1,022	1,006	-2.5	10,598	9,598	10.4
Pontiac Total	42,495	42,920	-5.0	377,806	352,201	7.3
Saab Total	3,102	4,374	-31.9	28,915	37,459	-22.8
Saturn Total	17,254	17,109	-3.2	170,938	216,761	-21.1
GM Total	458,799	367,496	19.9	3,620,306	3,582,279	1.1

* Includes US/Canada/Mexico

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

	September			Calendar Year-to-Date January - September		
	2004	2003	%Chg per S/D	2004	2003	%Chg
Selling Days (S/D)	25	24				
Rainier	3,338	280	***.*	17,880	322	***.*
Rendezvous	4,550	4,953	-11.8	47,904	50,755	-5.6
Total Buick	7,888	5,233	44.7	65,784	51,077	28.8
Escalade	3,169	3,385	-10.1	26,798	24,653	8.7
Escalade ESV	1,521	1,190	22.7	11,104	8,946	24.1
Escalade EXT	734	1,064	-33.8	7,279	7,861	-7.4
SRX	2,439	257	811.1	21,659	263	***.*
Total Cadillac	7,863	5,896	28.0	66,840	41,723	60.2
Astro	1,884	2,772	-34.8	25,615	32,037	-20.0
C/K Suburban (Chevy)	12,987	11,367	9.7	89,748	95,155	-5.7
Chevy C/T Series	25	49	-51.0	286	661	-56.7
Chevy W Series	292	228	22.9	1,867	1,677	11.3
Colorado	12,493	0	***.*	85,193	0	***.*
Equinox	12,126	0	***.*	51,007	0	***.*
Express Cutaway/G Cut	2,352	1,547	46.0	15,293	14,071	8.7
Express Panel/G Van	6,052	4,484	29.6	55,386	51,576	7.4
Express/G Sportvan	1,428	1,075	27.5	14,354	12,486	15.0
Kodiak 4/5 Series	992	521	82.8	6,288	5,368	17.1
Kodiak 6/7/8 Series	230	180	22.7	2,630	1,744	50.8
S/T Blazer	1,705	3,513	-53.4	30,089	36,806	-18.2
S/T Pickup	368	9,054	-96.1	9,634	115,753	-91.7

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Tahoe	20,905	15,562	29.0	146,554	146,859	-0.2
Tracker	933	2,368	-62.2	13,690	28,785	-52.4
TrailBlazer	28,175	17,246	56.8	207,855	197,366	5.3
Venture	5,375	7,858	-34.3	60,750	67,788	-10.4
.....						
Avalanche	8,147	7,532	3.8	63,689	70,163	-9.2
Silverado-C/K Pickup	77,007	50,594	46.1	526,911	516,916	1.9
Chevrolet Fullsize Pickups	85,154	58,126	40.6	590,600	587,079	0.6
.....						
Chevrolet Total	193,476	135,950	36.6	1,406,839	1,395,211	0.8

Canyon	2,999	0	***.*	18,854	0	***.*
Envoy	14,792	8,774	61.8	105,565	97,128	8.7
GMC C/T Series	11	81	-87.0	337	1,355	-75.1
GMC W Series	416	346	15.4	3,944	3,297	19.6
S/T Jimmy	0	0	***.*	0	52	***.*
Safari (GMC)	406	964	-59.6	6,170	8,557	-27.9
Savana Panel/G Classic	1,816	1,310	33.1	15,164	14,961	1.4
Savana Special/G Cut	530	456	11.6	15,835	8,578	84.6
Savana/Rally	206	164	20.6	1,883	2,438	-22.8
Sierra	23,588	15,381	47.2	160,935	146,395	9.9
Sonoma	162	2,502	-93.8	3,125	28,721	-89.1
Topkick 4/5 Series	452	503	-13.7	4,578	3,411	34.2
Topkick 6/7/8 Series	528	376	34.8	5,047	2,890	74.6
Yukon	9,510	7,928	15.2	68,061	60,658	12.2
Yukon XL	7,338	6,800	3.6	48,228	47,548	1.4
GMC Total	62,754	45,585	32.2	457,726	425,989	7.5

HUMMER H1	24	69	-66.6	340	531	-36.0
HUMMER H2	2,524	2,768	-12.5	19,944	24,922	-20.0
HUMMER Total	2,548	2,837	-13.8	20,284	25,453	-20.3

Bravada	128	847	-85.5	1,737	6,520	-73.4
Silhouette	478	549	-16.4	6,129	12,047	-49.1
Oldsmobile Total	606	1,396	-58.3	7,866	18,567	-57.6

Other-Isuzu F Series	109	120	-12.8	937	1,099	-14.7
Other-Isuzu N Series	913	886	-1.1	9,661	8,499	13.7
Other-Isuzu Total	1,022	1,006	-2.5	10,598	9,598	10.4

Aztek	1,524	1,208	21.1	16,901	21,559	-21.6
Montana	3,051	2,419	21.1	28,924	29,731	-2.7
Pontiac Total	4,575	3,627	21.1	45,825	51,290	-10.7

VUE	6,397	6,550	-6.2	69,893	63,884	9.4
Saturn Total	6,397	6,550	-6.2	69,893	63,884	9.4

GM Total	287,129	208,080	32.5	2,151,656	2,082,792	3.3

GM TRUCK Deliveries by Production Source						

GM North America *	285,846	206,935	32.6	2,138,492	2,071,975	3.2

GM Import	1,283	1,145	7.6	13,163	10,817	21.7

GM Total	287,129	208,080	32.5	2,151,655	2,082,792	3.3

GM Light Duty Truck Deliveries by Production Source						

GM North America *	283,161	204,790	32.7	2,116,080	2,052,791	3.1

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GM Import	0	0	***.*	0	0	***.*
GM Total	283,161	204,790	32.7	2,116,080	2,052,791	3.1

* Includes U.S./Canada/Mexico

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

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

GM TRUCK Deliveries by Production Source and Marketing Division

Buick Total	7,888	5,233	44.7	65,784	51,077	28.8
Cadillac Total	7,863	5,896	28.0	66,840	41,723	60.2
Chevrolet Total	193,325	135,809	36.7	1,405,691	1,394,111	0.8
GMC Total	62,419	45,320	32.2	454,479	423,453	7.3
HUMMER Total	2,548	2,837	-13.8	20,284	25,453	-20.3
Oldsmobile Total	606	1,396	-58.3	7,866	18,567	-57.6
Other-Isuzu Total	225	267	-19.1	1,830	2,417	-24.3
Pontiac Total	4,575	3,627	21.1	45,825	51,290	-10.7
Saturn Total	6,397	6,550	-6.2	69,893	63,884	9.4
GM North America Total*	285,846	206,935	32.6	2,138,492	2,071,975	3.2
Chevrolet Total	151	141	2.8	1,148	1,100	4.4
GMC Total	335	265	21.4	3,247	2,536	28.0
Other-Isuzu Total	797	739	3.5	8,768	7,181	22.1
GM Import Total	1,283	1,145	7.6	13,163	10,817	21.7

GM Light Truck Deliveries by Production Source and Marketing Division

Buick Total	7,888	5,233	44.7	65,784	51,077	28.8
Cadillac Total	7,863	5,896	28.0	66,840	41,723	60.2
Chevrolet Total	191,937	134,972	36.5	1,395,768	1,385,761	0.7
GMC Total	61,347	44,279	33.0	443,820	415,036	6.9
HUMMER Total	2,548	2,837	-13.8	20,284	25,453	-20.3
Oldsmobile Total	606	1,396	-58.3	7,866	18,567	-57.6
Pontiac Total	4,575	3,627	21.1	45,825	51,290	-10.7
Saturn Total	6,397	6,550	-6.2	69,893	63,884	9.4
GM North America Total*	283,161	204,790	32.7	2,116,080	2,052,791	3.1

GM Light Truck Deliveries by Marketing Division

Buick Total	7,888	5,233	44.7	65,784	51,077	28.8
Cadillac Total	7,863	5,896	28.0	66,840	41,723	60.2
Chevrolet Total	191,937	134,972	36.5	1,395,761	1,385,761	0.7
GMC Total	61,347	44,279	33.0	443,820	415,036	6.9
HUMMER Total	2,548	2,837	-13.8	20,284	25,453	-20.3

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Oldsmobile Total	606	1,396	-58.3	7,866	18,567	-57.6
Pontiac Total	4,575	3,627	21.1	45,825	51,290	-10.7
Saturn Total	6,397	6,550	-6.2	69,893	63,884	9.4
GM Total	283,161	204,790	32.7	2,116,080	2,052,791	3.1

* Includes US/Canada/Mexico

GM Production Schedule - 10/01/04

Units 000s	GMNA			GME2	GMLAAM	GMAP	Total Worldwide	Memo: JV1	
	Car1	Truck1	Total					Car	Truck
2004 Q3 #	463	746	1,209	398	189	151	1,947	16	43
O/(U) prior forecast:@	(6)	15	9	(3)	(1)	(1)	4	0	0
2004 Q4 #	479	801	1,280	448	193	167	2,088	17	45
O/(U) prior forecast:@	(13)	3	(10)	(29)	4	5	(30)	0	0

Units 000s	GMNA			GME	GMLAAM	GMAP	Total Worldwide	Memo: JV1	
	Car	Truck	Total					Car	Truck
2000									
1st Qtr.	746	775	1,521	572	118	40	2,251	24	13
2nd Qtr.	787	781	1,568	534	140	45	2,287	19	17
3rd Qtr.	689	630	1,319	374	151	53	1,897	16	18
4th Qtr.	671	694	1,365	513	135	47	2,060	18	17
CY	2,893	2,880	5,773	1,993	544	185	8,495	77	65
2001									
1st Qtr.	580	634	1,214	538	138	51	1,941	18	9
2nd Qtr.	638	726	1,364	491	165	64	2,084	13	16
3rd Qtr.	574	664	1,238	373	146	74	1,832	11	15
4th Qtr.	573	721	1,294	441	127	67	1,929	9	16
CY	2,365	2,745	5,110	1,842	575	256	7,786	51	56
2002									
1st Qtr.	600	753	1,353	456	131	65	2,005	11	11
2nd Qtr.	688	865	1,553	453	141	74	2,221	15	17
3rd Qtr.	568	740	1,308	408	132	87	1,935	19	20
4th Qtr.	602	824	1,426	453	157	81	2,117	14	25
CY	2,458	3,182	5,640	1,770	561	307	8,278	59	73
2003									
1st Qtr.	591	860	1,451	491	127	77	2,146	19	24
2nd Qtr.	543	837	1,380	488	128	90	2,086	19	24
3rd Qtr.	492	753	1,245	393	135	120	1,893	20	17
4th Qtr.	558	827	1,385	446	157	133	2,121	16	20
CY	2,184	3,277	5,461	1,818	547	420	8,246	74	85

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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. #	463	746	1,209	398	189	151	1,947	16	43
4th Qtr. #	479	801	1,280	448	193	167	2,088	17	45
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CY #	2,009	3,212	5,221	1,798	712	579	8,310	70	155
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See note on next page

@ Numbers may vary due to rounding

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

2 GME includes Saab back to 1999

Denotes estimate

Note: Beginning with Q1 2001, a reclassification has been made in the International regions to count vehicles as production in the region of final assembly. 1999 and 2000 data has been adjusted to reflect this reclassification.

This report is governed by the Safe Harbor language found in the Terms and Conditions on the GM Institutional Investor website.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: October 1, 2004

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

(Peter R. Bible,
Chief Accounting Officer)