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GENERAL MOTORS CORP  
Form 8-K  
February 03, 2004

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, DC 20549-1004

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FORM 8-K

CURRENT REPORT PURSUANT TO SECTION 13 OR 15(d) OF  
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report  
(Date of earliest event reported) February 3, 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) | 38-0572515<br>-----<br>(I.R.S. Employer<br>Identification No.) |
| 300 Renaissance Center, Detroit, Michigan<br>-----<br>(Address of Principal Executive Offices)  | 48265-3000<br>-----<br>(Zip Code)                              |

Registrant's telephone number, including area code (313) 556-5000  
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### ITEM 5. OTHER EVENTS

On February 3, 2004, General Motors Corporation (GM) issued a news release announcing January 2004 sales. The release is as follows:

GM Reports January Sales of 299,050, Down 2 Percent  
Record Sport Utility Sales Up 27 Percent  
GMC Continues Strong Sales Performance With Another Monthly Record

DETROIT - General Motors dealers sold 299,050 new cars and trucks in January, down 2 percent compared to January 2003. GM's truck sales (174,597) were up 13 percent. Car sales (124,453) were down 17 percent.

"January sales results were below expectations. While we had good results in some divisions with sales increases at Chevrolet, GMC and Cadillac, a new industry record in sport utility sales and strong truck sales overall, car sales and sales in certain regions were disappointing," said John Smith, group vice president of GM North America Vehicle Sales, Service and Marketing. "However, we're beginning our launch of 29 new vehicles this year, including the Chevrolet Equinox, Cadillac STS, Saturn ION Coupe Redline and Pontiac G6, and we expect these vehicles to further build on the momentum we achieved during the second half of 2003."

#### GM Truck Sales

GM's industry-leading truck lineup posted healthy sales in January. Total truck sales were up 13 percent, and sales of sport utility vehicles (89,965) were up 27 percent, setting a new January record. Full-size pickup sales (59,104) increased 15 percent. Chevrolet full-size pickup sales (47,041) improved 14 percent, and GMC Sierra sales (12,063) were 17 percent above year-ago levels. Deliveries of large utilities (32,524) improved 50 percent, paced by Chevrolet Tahoe (13,395), up 50 percent and GMC Yukon (6,532), up 77 percent.

#### GM Car Sales

GM's overall car sales declined 17 percent in January, although key luxury models continued to perform well. Cadillac CTS had 3,278 deliveries, up 12 percent and a monthly record. Chevrolet Corvette sales (2,986) were up 96 percent. Additionally, key new products such as the Cadillac XLR, Chevrolet Malibu, SSR and Aveo and Pontiac GTO are continuing to ramp up.

#### Divisional Highlights

Chevrolet - Chevrolet had a solid sales performance in January with 167,199 deliveries, 8 percent above last year. Truck deliveries (112,387) were up 10 percent, led by Silverado (40,966), with a 9 percent improvement and Tahoe (13,395), which was up 50 percent. Other Chevrolet trucks with sales increases included Avalanche (6,075), up 65.5 percent, TrailBlazer (20,274) with a 24.5 percent improvement and Suburban (8,373), up 32 percent. Impala had record sales of 19,161 units, a 10 percent increase over last year. SSR sales (948) continued to build with its third consecutive month of sales improvements.

Cadillac - Cadillac sales in January (14,761) were up 1 percent compared to last year. Truck sales established a new January record (5,234), up 77 percent. Continuing strong sales of the Escalade portfolio (3,727) resulted in a 26 percent improvement over last year. Escalade ESV set a monthly record with 787 deliveries, up 99 percent. EXT also had record monthly sales with 722 deliveries, a 5 percent increase. CTS sales improved 12 percent with 3,278

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deliveries, setting a January record. The XLR, Cadillac's latest entry into the luxury car market, continues to garner very favorable reactions from consumers, dealers and the press.

GMC - GMC continued its strong sales performance establishing a new January record with 38,902 deliveries, a 33 percent increase. Sierra sales (12,063) were up 17 percent. Other GMC trucks that had sales improvements included Envoy (10,004) with a 38 percent increase; Yukon (6,532), up 77 percent and a new January record; and Yukon XL (4,224), which improved 59 percent.

HUMMER - HUMMER's January sales were 1,927 units. H2 sales (1,897) were affected by low stock due to an exceptionally high level of H2 sales in December 2003.

Pontiac - Grand Prix deliveries totaled 10,873, up 6 percent over last year. GTO sold 476 vehicles in January.

Saturn - VUE sales were 5,589, representing a 31 improvement over year-ago levels and a new monthly record. ION sales (7,460) were up 33 percent.

### Certified Used Vehicles

Across all GM certified brands, January sales were 42,147 units, up 15 percent from 2003.

GM Certified Used Vehicles, the top selling manufacturer-certified brand, had strong January sales of 35,390 units, an increase of 15 percent over January 2003. Cadillac Certified Pre-Owned Vehicles had sales of 2,875 units in January, up 18 percent. Saturn Certified sold 3,123 units, a 10 percent improvement. Saab Certified Pre-Owned Vehicles had 759 deliveries, up 52 percent.

"GM Certified Used Vehicles had a strong start to 2004 with robust January sales, the second-highest monthly sales performance ever for the certified segment," Smith said. "Each of the GM certified brands, including Cadillac, Saab and Saturn, posted double-digit increases for the month."

### GM North America Announces January Production Results; 2004 First-Quarter Production Forecast Remains Unchanged

In January, GM North America produced 380,500 vehicles (144,500 cars and 236,000 trucks), compared to 484,000 vehicles (216,000 cars and 268,000 trucks) produced in January 2003. Production totals include joint venture production of approximately 11,500 vehicles in January and 15,500 vehicles in January 2003.

In addition, GM's current first-quarter production forecast for North America remains unchanged at 1.35 million vehicles (533,000 cars and 817,000 trucks). In the first quarter of 2003, GM built 1.451 million vehicles (591,000 cars and 860,000 trucks).

GM also announced current first-quarter production estimates for its international regions:

GM Europe - The region's 2004 current first-quarter production estimate is 468,000 vehicles, down 2,000 vehicles from last month's forecast. In the first quarter of 2003, the region built 491,000 vehicles.

GM Asia Pacific - The region's current 2004 first-quarter production forecast is 116,000 vehicles, down 6,000 vehicles from last month's guidance. In the first quarter of 2003, the region built 77,000 vehicles.

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GM Latin America, Africa and the Middle East - The region's revised 2004 first-quarter production forecast is 157,000 vehicles, down 12,000 vehicles from last month's estimate of 169,000 vehicles. In the first quarter of 2003, the region built 127,000 vehicles.

General Motors Corp. (NYSE: GM), the world's largest vehicle manufacturer, employs about 325,000 people globally. 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 <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-18) 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:

|                     | January |         |                  | Calendar Year-to-Date<br>January - January |         |       |
|---------------------|---------|---------|------------------|--|---------|-------|
|                     | 2004    | 2003    | % Chg<br>per S/D | 2004                                       | 2003    | %Chg  |
| Curr S/D: 26        |         |         |                  |  |         |       |
| Prev S/D: 25        |         |         |                  |  |         |       |
| Vehicle Total       | 299,050 | 293,086 | -1.9             | 299,050                                    | 293,086 | -1.9  |
| Car Total           | 124,453 | 144,475 | -17.2            | 124,453                                    | 144,475 | -17.2 |
| Truck Total         | 174,597 | 148,611 | 13.0             | 174,597                                    | 148,611 | 13.0  |
| Light Truck Total   | 171,939 | 146,562 | 12.8             | 171,939                                    | 146,562 | 12.8  |
| Light Vehicle Total | 296,392 | 291,037 | -2.1             | 296,392                                    | 291,037 | -2.1  |

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| Market Division<br>Vehicle Total |         |         |                  |  |         |       |
|----------------------------------|---------|---------|------------------|--|---------|-------|
|                                  | January |         |                  | Calendar Year-to-Date<br>January - January |         |       |
|                                  | 2004    | 2003    | % Chg<br>per S/D | 2004                                       | 2003    | %Chg  |
| Buick                            | 21,505  | 29,692  | -30.4            | 21,505                                     | 29,692  | -30.4 |
| Cadillac                         | 14,761  | 14,054  | 1.0              | 14,761                                     | 14,054  | 1.0   |
| Chevrolet                        | 167,199 | 149,257 | 7.7              | 167,199                                    | 149,257 | 7.7   |
| GMC                              | 38,902  | 28,207  | 32.6             | 38,902                                     | 28,207  | 32.6  |
| HUMMER                           | 1,927   | 2,857   | -35.1            | 1,927                                      | 2,857   | -35.1 |
| Oldsmobile                       | 4,201   | 9,058   | -55.4            | 4,201                                      | 9,058   | -55.4 |
| Other - Isuzu                    | 858     | 756     | 9.1              | 858  | 756     | 9.1   |
| Pontiac                          | 33,071  | 35,636  | -10.8            | 33,071                                     | 35,636  | -10.8 |
| Saab                             | 1,647   | 2,551   | -37.9            | 1,647                                      | 2,551   | -37.9 |
| Saturn                           | 14,979  | 21,018  | -31.5            | 14,979                                     | 21,018  | -31.5 |

Sales of Domestically Produced Vehicles

|             |         |         |       |         |         |       |
|-------------|---------|---------|-------|---------|---------|-------|
| Car         | 120,771 | 141,922 | -18.2 | 120,771 | 141,922 | -18.2 |
| Light Truck | 171,939 | 146,562 | 12.8  | 171,939 | 146,562 | 12.8  |

Twenty-six selling days for the January 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 Motor by American Isuzu Motors, Inc.

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

|                    | January |        |                 | Calendar Year-to-Date<br>January - January |        |       |
|--------------------|---------|--------|-----------------|--|--------|-------|
|                    | 2004    | 2003   | %Chg<br>per S/D | 2004                                       | 2003   | %Chg  |
| Selling Days (S/D) | 26      | 25     |                 | 26   | 25     |       |
| Century            | 6,794   | 13,820 | -52.7           | 6,794                                      | 13,820 | -52.7 |
| LeSabre            | 6,537   | 6,941  | -9.4            | 6,537                                      | 6,941  | -9.4  |
| Park Avenue        | 1,194   | 1,660  | -30.8           | 1,194                                      | 1,660  | -30.8 |
| Regal              | 798     | 1,298  | -40.9           | 798  | 1,298  | -40.9 |
| Buick Total        | 15,323  | 23,719 | -37.9           | 15,323                                     | 23,719 | -37.9 |
| Catera             | 0       | 2      | ***.*           | 0  | 2      | ***.* |
| CTS                | 3,278   | 2,816  | 11.9            | 3,278                                      | 2,816  | 11.9  |
| DeVille            | 5,601   | 5,940  | -9.3            | 5,601                                      | 5,940  | -9.3  |
| Eldorado           | 0       | 72     | ***.*           | 0  | 72     | ***.* |
| Seville            | 421     | 2,387  | -83.0           | 421  | 2,387  | -83.0 |
| XLR                | 227     | 0      | ***.*           | 227  | 0      | ***.* |

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|  |         |         |       |         |         |       |
|--|---------|---------|-------|---------|---------|-------|
| Cadillac Total                         | 9,527   | 11,217  | -18.3 | 9,527   | 11,217  | -18.3 |
| Aveo                                   | 1,559   | 0       | ***.* | 1,559   | 0       | ***.* |
| Camaro                                 | 7       | 211     | -96.8 | 7       | 211     | -96.8 |
| Cavalier                               | 11,841  | 16,992  | -33.0 | 11,841  | 16,992  | -33.0 |
| Classic                                | 7,290   | 0       | ***.* | 7,290   | 0       | ***.* |
| Corvette                               | 2,986   | 1,468   | 95.6  | 2,986   | 1,468   | 95.6  |
| Impala                                 | 19,161  | 16,735  | 10.1  | 19,161  | 16,735  | 10.1  |
| Lumina                                 | 0       | 0       | ***.* | 0       | 0       | ***.* |
| Malibu                                 | 7,157   | 11,234  | -38.7 | 7,157   | 11,234  | -38.7 |
| Metro                                  | 0       | 0       | ***.* | 0       | 0       | ***.* |
| Monte Carlo                            | 3,863   | 4,146   | -10.4 | 3,863   | 4,146   | -10.4 |
| Prizm                                  | 0       | -1      | ***.* | 0       | -1      | ***.* |
| SSR                                    | 948     | 0       | ***.* | 948     | 0       | ***.* |
| Chevrolet Total                        | 54,812  | 50,785  | 3.8   | 54,812  | 50,785  | 3.8   |
| Alero                                  | 3,534   | 6,936   | -51.0 | 3,534   | 6,936   | -51.0 |
| Aurora                                 | 33      | 314     | -89.9 | 33      | 314     | -89.9 |
| Intrigue                               | 4       | 128     | -97.0 | 4       | 128     | -97.0 |
| Oldsmobile Total                       | 3,571   | 7,378   | -53.5 | 3,571   | 7,378   | -53.5 |
| Bonneville                             | 2,803   | 1,346   | 100.2 | 2,803   | 1,346   | 100.2 |
| Firebird                               | 6       | 185     | -96.9 | 6       | 185     | -96.9 |
| Grand Am                               | 11,620  | 12,029  | -7.1  | 11,620  | 12,029  | -7.1  |
| Grand Prix                             | 10,873  | 9,889   | 5.7   | 10,873  | 9,889   | 5.7   |
| GTO                                    | 476     | 0       | ***.* | 476     | 0       | ***.* |
| Sunfire                                | 1,761   | 3,378   | -49.9 | 1,761   | 3,378   | -49.9 |
| Vibe                                   | 2,644   | 5,070   | -49.9 | 2,644   | 5,070   | -49.9 |
| Pontiac Total                          | 30,183  | 31,897  | -9.0  | 30,183  | 31,897  | -9.0  |
| 9-3                                    | 1,220   | 1,779   | -34.1 | 1,220   | 1,779   | -34.1 |
| 9-5                                    | 427     | 772     | -46.8 | 427     | 772     | -46.8 |
| Saab Total                             | 1,647   | 2,551   | -37.9 | 1,647   | 2,551   | -37.9 |
| ION                                    | 7,460   | 5,386   | 33.2  | 7,460   | 5,386   | 33.2  |
| Saturn L Series                        | 1,930   | 8,757   | -78.8 | 1,930   | 8,757   | -78.8 |
| Saturn S Series                        | 0       | 2,785   | ***.* | 0       | 2,785   | ***.* |
| Saturn Total                           | 9,390   | 16,928  | -46.7 | 9,390   | 16,928  | -46.7 |
| GM Total                               | 124,453 | 144,475 | -17.2 | 124,453 | 144,475 | -17.2 |
| GM Car Deliveries by Production Source |         |         |       |         |         |       |
| GM North America *                     | 120,771 | 141,922 | -18.2 | 120,771 | 141,922 | -18.2 |
| GM Import                              | 3,682   | 2,553   | 38.7  | 3,682   | 2,553   | 38.7  |
| GM Total                               | 124,453 | 144,475 | -17.2 | 124,453 | 144,475 | -17.2 |

\* Includes U.S./Canada/Mexico

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

January  
Calendar Year-to-Date  
January - January

%Chg

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|   | 2004    | 2003    | per S/D | 2004    | 2003    | %Chg  |
|---|---------|---------|---------|---------|---------|-------|
| Selling Days (S/D)  | 26      | 25      |         | 26      | 25      |       |
| GM Car Deliveries by Production Source and Marketing Division |         |         |         |         |         |       |
| Buick Total   | 15,323  | 23,719  | -37.9   | 15,323  | 23,719  | -37.9 |
| Cadillac Total  | 9,527   | 11,215  | -18.3   | 9,527   | 11,215  | -18.3 |
| Chevrolet Total   | 53,253  | 50,785  | 0.8     | 53,253  | 50,785  | 0.8   |
| Oldsmobile Total  | 3,571   | 7,378   | -53.5   | 3,571   | 7,378   | -53.5 |
| Pontiac Total   | 29,707  | 31,897  | -10.4   | 29,707  | 31,897  | -10.4 |
| Saturn Total  | 9,390   | 16,928  | -46.7   | 9,390   | 16,928  | -46.7 |
| GM North America Total*                                       | 120,771 | 141,922 | -18.2   | 120,771 | 141,922 | -18.2 |
| Cadillac Total  | 0       | 2       | ***.*   | 0       | 2       | ***.* |
| Chevrolet Total   | 1,559   | 0       | ***.*   | 1,559   | 0       | ***.* |
| Pontiac Total   | 476     | 0       | ***.*   | 476     | 0       | ***.* |
| Saab Total  | 1,647   | 2,551   | -37.9   | 1,647   | 2,551   | -37.9 |
| GM Import Total   | 3,682   | 2,553   | 38.7    | 3,682   | 2,553   | 38.7  |
| GM Vehicle Deliveries by Marketing Division                   |         |         |         |         |         |       |
| Buick Total   | 21,505  | 29,692  | -30.4   | 21,505  | 29,692  | -30.4 |
| Cadillac Total  | 14,761  | 14,054  | 1.0     | 14,761  | 14,054  | 1.0   |
| Chevrolet Total   | 167,199 | 149,257 | 7.7     | 167,199 | 149,257 | 7.7   |
| GMC Total   | 38,902  | 28,207  | 32.6    | 38,902  | 28,207  | 32.6  |
| HUMMER Total  | 1,927   | 2,857   | -35.1   | 1,927   | 2,857   | -35.1 |
| Oldsmobile Total  | 4,201   | 9,058   | -55.4   | 4,201   | 9,058   | -55.4 |
| Other-Isuzu Total   | 858     | 756     | 9.1     | 858     | 756     | 9.1   |
| Pontiac Total   | 33,071  | 35,636  | -10.8   | 33,071  | 35,636  | -10.8 |
| Saab Total  | 1,647   | 2,551   | -37.9   | 1,647   | 2,551   | -37.9 |
| Saturn Total  | 14,979  | 21,018  | -31.5   | 14,979  | 21,018  | -31.5 |
| GM Total  | 299,050 | 293,086 | -1.9    | 299,050 | 293,086 | -1.9  |

\* Includes US/Canada/Mexico

3-1P

GM Truck Deliveries - (United States)  
January 2004

|                    | January |       |                 | Calendar Year-to-Date<br>January - January |       |       |
|--------------------|---------|-------|-----------------|--|-------|-------|
|                    | 2004    | 2003  | %Chg<br>per S/D | 2004                                       | 2003  | %Chg  |
| Selling Days (S/D) | 26      | 25    |                 | 26   | 25    |       |
| Rainier            | 1,222   | 0     | ***.*           | 1,222                                      | 0     | ***.* |
| Rendezvous         | 4,960   | 5,973 | -20.2           | 4,960                                      | 5,973 | -20.2 |
| Total Buick        | 6,182   | 5,973 | -0.5            | 6,182                                      | 5,973 | -0.5  |
| Escalade           | 2,218   | 1,796 | 18.7            | 2,218                                      | 1,796 | 18.7  |
| Escalade ESV       | 787     | 380   | 99.1            | 787  | 380   | 99.1  |
| Escalade EXT       | 722     | 661   | 5.0             | 722  | 661   | 5.0   |
| SRX                | 1,507   | 0     | ***.*           | 1,507                                      | 0     | ***.* |

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|                            |         |        |       |         |        |       |
|----------------------------|---------|--------|-------|---------|--------|-------|
| Total Cadillac             | 5,234   | 2,837  | 77.4  | 5,234   | 2,837  | 77.4  |
| Astro                      | 2,236   | 2,040  | 5.4   | 2,236   | 2,040  | 5.4   |
| C/K Suburban(Chevy)        | 8,373   | 6,110  | 31.8  | 8,373   | 6,110  | 31.8  |
| Chevy C/T Series           | 16      | 97     | -84.1 | 16      | 97     | -84.1 |
| Chevy W Series             | 128     | 131    | -6.0  | 128     | 131    | -6.0  |
| Colorado                   | 3,016   | 0      | ***.* | 3,016   | 0      | ***.* |
| Express Cutaway/G Cut      | 1,050   | 942    | 7.2   | 1,050   | 942    | 7.2   |
| Express Panel/G Van        | 4,469   | 3,457  | 24.3  | 4,469   | 3,457  | 24.3  |
| Express/G Sportvan         | 888     | 819    | 4.3   | 888     | 819    | 4.3   |
| Kodiak 4/5 Series          | 398     | 335    | 14.2  | 398     | 335    | 14.2  |
| Kodiak 6/7/8 Series        | 186     | 105    | 70.3  | 186     | 105    | 70.3  |
| S/T Blazer                 | 3,212   | 3,900  | -20.8 | 3,212   | 3,900  | -20.8 |
| S/T Pickup                 | 1,832   | 9,823  | -82.1 | 1,832   | 9,823  | -82.1 |
| Tahoe                      | 13,395  | 8,598  | 49.8  | 13,395  | 8,598  | 49.8  |
| Tracker                    | 3,065   | 2,388  | 23.4  | 3,065   | 2,388  | 23.4  |
| TrailBlazer                | 20,274  | 15,663 | 24.5  | 20,274  | 15,663 | 24.5  |
| Venture                    | 2,808   | 4,447  | -39.3 | 2,808   | 4,447  | -39.3 |
| Avalanche                  | 6,075   | 3,529  | 65.5  | 6,075   | 3,529  | 65.5  |
| Silverado-C/K Pickup       | 40,966  | 36,088 | 9.2   | 40,966  | 36,088 | 9.2   |
| Chevrolet Fullsize Pickups | 47,041  | 39,617 | 14.2  | 47,041  | 39,617 | 14.2  |
| Chevrolet Total            | 112,387 | 98,472 | 9.7   | 112,387 | 98,472 | 9.7   |
| Canyon                     | 775     | 0      | ***.* | 775     | 0      | ***.* |
| Envoy                      | 10,004  | 6,985  | 37.7  | 10,004  | 6,985  | 37.7  |
| GMC C/T Series             | 36      | 159    | -78.2 | 36      | 159    | -78.2 |
| GMC W Series               | 268     | 221    | 16.6  | 268     | 221    | 16.6  |
| S/T Jimmy                  | 0       | 7      | ***.* | 0       | 7      | ***.* |
| Safari (GMC)               | 518     | 833    | -40.2 | 518     | 833    | -40.2 |
| Savana Panel/G Classic     | 1,367   | 961    | 36.8  | 1,367   | 961    | 36.8  |
| Savana Special/G Cut       | 1,587   | 432    | 253.2 | 1,587   | 432    | 253.2 |
| Savana/Rally               | 156     | 132    | 13.6  | 156     | 132    | 13.6  |
| Sierra                     | 12,063  | 9,947  | 16.6  | 12,063  | 9,947  | 16.6  |
| Sonoma                     | 604     | 2,182  | -73.4 | 604     | 2,182  | -73.4 |
| Topkick 4/5 Series         | 445     | 138    | 210.1 | 445     | 138    | 210.1 |
| Topkick 6/7/8 Series       | 323     | 107    | 190.3 | 323     | 107    | 190.3 |
| Yukon                      | 6,532   | 3,555  | 76.7  | 6,532   | 3,555  | 76.7  |
| Yukon XL                   | 4,224   | 2,548  | 59.4  | 4,224   | 2,548  | 59.4  |
| GMC Total                  | 38,902  | 28,207 | 32.6  | 38,902  | 28,207 | 32.6  |
| HUMMER H1                  | 30      | 47     | -38.6 | 30      | 47     | -38.6 |
| HUMMER H2                  | 1,897   | 2,810  | -35.1 | 1,897   | 2,810  | -35.1 |
| HUMMER Total               | 1,927   | 2,857  | -35.1 | 1,927   | 2,857  | -35.1 |
| Bravada                    | 266     | 716    | -64.3 | 266     | 716    | -64.3 |
| Silhouette                 | 364     | 964    | -63.7 | 364     | 964    | -63.7 |
| Oldsmobile Total           | 630     | 1,680  | -63.9 | 630     | 1,680  | -63.9 |
| Other-Isuzu F Series       | 67      | 102    | -36.8 | 67      | 102    | -36.8 |
| Other-Isuzu N Series       | 791     | 654    | 16.3  | 791     | 654    | 16.3  |
| Other-Isuzu Total          | 858     | 756    | 9.1   | 858     | 756    | 9.1   |
| Aztek                      | 1,688   | 1,930  | -15.9 | 1,688   | 1,930  | -15.9 |
| Montana                    | 1,200   | 1,809  | -36.2 | 1,200   | 1,809  | -36.2 |
| Pontiac Total              | 2,888   | 3,739  | -25.7 | 2,888   | 3,739  | -25.7 |
| VUE                        | 5,589   | 4,090  | 31.4  | 5,589   | 4,090  | 31.4  |
| Saturn Total               | 5,589   | 4,090  | 31.4  | 5,589   | 4,090  | 31.4  |



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|   |         |         |       |         |         |       |
|---|---------|---------|-------|---------|---------|-------|
| GM Total  | 174,597 | 148,611 | 13.0  | 174,597 | 148,611 | 13.0  |
| GM TRUCK Deliveries by Production Source            |         |         |       |         |         |       |
| GM North America *                                  | 173,564 | 147,747 | 13.0  | 173,564 | 147,747 | 13.0  |
| GM Import   | 1,033   | 864     | 15.0  | 1,033   | 864     | 15.0  |
| GM Total  | 174,597 | 148,611 | 13.0  | 174,597 | 148,611 | 13.0  |
| GM Light Duty Truck Deliveries by Production Source |         |         |       |         |         |       |
| GM North America *                                  | 171,939 | 146,562 | 12.8  | 171,939 | 146,562 | 12.8  |
| GM Import   | 0       | 0       | ***.* | 0       | 0       | ***.* |
| GM Total  | 171,939 | 146,562 | 12.8  | 171,939 | 146,562 | 12.8  |

\* Includes U.S./Canada/Mexico

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

|                    | January |      |                 | Calendar Year-to-Date<br>January - January |      |      |
|--------------------|---------|------|-----------------|--|------|------|
|                    | 2004    | 2003 | %Chg<br>per S/D | 2004                                       | 2003 | %Chg |
| Selling Days (S/D) | 26      | 25   |                 | 26   | 25   |      |

GM TRUCK Deliveries by Production Source and Marketing Division

|                            |         |         |       |         |         |       |
|----------------------------|---------|---------|-------|---------|---------|-------|
| Buick Total                | 6,182   | 5,973   | -0.5  | 6,182   | 5,973   | -0.5  |
| Cadillac Total             | 5,234   | 2,837   | 77.4  | 5,234   | 2,837   | 77.4  |
| Chevrolet Total            | 112,309 | 98,380  | 9.8   | 112,309 | 98,380  | 9.8   |
| GMC Total                  | 38,676  | 28,042  | 32.6  | 38,676  | 28,042  | 32.6  |
| HUMMER Total               | 1,927   | 2,857   | -35.1 | 1,927   | 2,857   | -35.1 |
| Oldsmobile Total           | 630     | 1,680   | -63.9 | 630     | 1,680   | -63.9 |
| Other-Isuzu Total          | 129     | 149     | -16.8 | 129     | 149     | -16.8 |
| Pontiac Total              | 2,888   | 3,739   | -25.7 | 2,888   | 3,739   | -25.7 |
| Saturn Total               | 5,589   | 4,090   | 31.4  | 5,589   | 4,090   | 31.4  |
| GM North America<br>Total* | 173,564 | 147,747 | 13.0  | 173,564 | 147,747 | 13.0  |
| Chevrolet Total            | 78      | 92      | -18.5 | 78      | 92      | -18.5 |
| GMC Total                  | 226     | 165     | 31.7  | 226     | 165     | 31.7  |
| Other-Isuzu Total          | 729     | 607     | 15.5  | 729     | 607     | 15.5  |
| GM Import Total            | 1,033   | 864     | 15.0  | 1,033   | 864     | 15.0  |

GM Light Truck Deliveries by Production Source and Marketing Division

|                 |         |        |       |         |        |       |
|-----------------|---------|--------|-------|---------|--------|-------|
| Buick Total     | 6,182   | 5,973  | -0.5  | 6,182   | 5,973  | -0.5  |
| Cadillac Total  | 5,234   | 2,837  | 77.4  | 5,234   | 2,837  | 77.4  |
| Chevrolet Total | 111,659 | 97,804 | 9.8   | 111,659 | 97,804 | 9.8   |
| GMC Total       | 37,830  | 27,582 | 31.9  | 37,830  | 27,582 | 31.9  |
| HUMMER Total    | 1,927   | 2,857  | -35.1 | 1,927   | 2,857  | -35.1 |

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|                            |         |         |       |         |         |       |
|----------------------------|---------|---------|-------|---------|---------|-------|
| Oldsmobile Total           | 630     | 1,680   | -63.9 | 630     | 1,680   | -63.9 |
| Pontiac Total              | 2,888   | 3,739   | -25.7 | 2,888   | 3,739   | -25.7 |
| Saturn Total               | 5,589   | 4,090   | 31.4  | 5,589   | 4,090   | 31.4  |
| GM North America<br>Total* | 171,939 | 146,562 | 12.8  | 171,939 | 146,562 | 12.8  |

### GM Light Truck Deliveries by Marketing Division

|                  |         |         |       |         |         |       |
|------------------|---------|---------|-------|---------|---------|-------|
| Buick Total      | 6,182   | 5,973   | -0.5  | 6,182   | 5,973   | -0.5  |
| Cadillac Total   | 5,234   | 2,837   | 77.4  | 5,234   | 2,837   | 77.4  |
| Chevrolet Total  | 111,659 | 97,804  | 9.8   | 111,659 | 97,804  | 9.8   |
| GMC Total        | 37,830  | 27,582  | 31.9  | 37,830  | 27,582  | 31.9  |
| HUMMER Total     | 1,927   | 2,857   | -35.1 | 1,927   | 2,857   | -35.1 |
| Oldsmobile Total | 630     | 1,680   | -63.9 | 630     | 1,680   | -63.9 |
| Pontiac Total    | 2,888   | 3,739   | -25.7 | 2,888   | 3,739   | -25.7 |
| Saturn Total     | 5,589   | 4,090   | 31.4  | 5,589   | 4,090   | 31.4  |
| GM Total         | 171,939 | 146,562 | 12.8  | 171,939 | 146,562 | 12.8  |

\* Includes US/Canada/Mexico

### GM Production Schedule - 01/05/04

| Units 000s                | GMNA |        |       |      |        |      | Total<br>Worldwide | Memo: JV1 |       |
|---------------------------|------|--------|-------|------|--------|------|--------------------|-----------|-------|
|                           | Carl | Truck1 | Total | GME2 | GMLAAM | GMAP |                    | Car       | Truck |
| 2004 Q1 #                 | 533  | 817    | 1,350 | 468  | 157    | 116  | 2,091              | 19        | 25    |
| O/(U) prior<br>forecast:@ | 0    | 0      | 0     | (2)  | (12)   | (6)  | (20)               | 0         | 0     |

| Units 000s | GMNA  |       |       |       |        |      | Total<br>Worldwide | Memo: JV1 |       |
|------------|-------|-------|-------|-------|--------|------|--------------------|-----------|-------|
|            | Car   | Truck | Total | GME   | GMLAAM | GMAP |                    | 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.   | 670   | 694   | 1,364 | 513   | 135    | 47   | 2,059              | 18        | 17    |
| CY         | 2,892 | 2,880 | 5,772 | 1,993 | 544    | 185  | 8,494              | 77        | 65    |
| 2001       |       |       |       |       |        |      |                    |           |       |
| 1st Qtr.   | 581   | 633   | 1,214 | 538   | 138    | 51   | 1,941              | 13        | 14    |
| 2nd Qtr.   | 638   | 726   | 1,364 | 491   | 165    | 64   | 2,084              | 13        | 16    |
| 3rd Qtr.   | 573   | 665   | 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              | 46        | 61    |
| 2002       |       |       |       |       |        |      |                    |           |       |
| 1st Qtr.   | 600   | 753   | 1,353 | 456   | 131    | 65   | 2,005              | 12        | 11    |
| 2nd Qtr.   | 688   | 865   | 1,553 | 453   | 141    | 74   | 2,221              | 15        | 17    |
| 3rd Qtr.   | 567   | 740   | 1,307 | 408   | 132    | 87   | 1,934              | 19        | 20    |
| 4th Qtr.   | 602   | 824   | 1,426 | 453   | 157    | 81   | 2,117              | 19        | 25    |
| CY         | 2,457 | 3,182 | 5,639 | 1,770 | 561    | 307  | 8,277              | 65        | 73    |

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|            |       |       |       |       |       |       |       |       |       |
|------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2003       |       |       |       |       |       |       |       |       |       |
| 1st Qtr.   | 591   | 860   | 1,451 | 491   | 127   | 77    | 2,146 | 19    | 24    |
| 2nd Qtr.   | 544   | 837   | 1,381 | 488   | 128   | 90    | 2,087 | 19    | 24    |
| 3rd Qtr.   | 492   | 752   | 1,244 | 393   | 135   | 120   | 1,892 | 21    | 16    |
| 4th Qtr.   | 558   | 825   | 1,383 | 446   | 157   | 133   | 2,119 | 16    | 19    |
|            | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- | ----- |
| CY         | 2,185 | 3,274 | 5,459 | 1,818 | 547   | 420   | 8,244 | 75    | 83    |
| 2004       |       |       |       |       |       |       |       |       |       |
| 1st Qtr. # | 533   | 817   | 1,350 | 468   | 157   | 116   | 2,091 | 19    | 25    |
| -----      |       |       |       |       |       |       |       |       |       |

@ 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: February 3, 2004

GENERAL MOTORS CORPORATION  
 (Registrant)  
 By: /s/PETER R. BIBLE.  
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 (Peter R. Bible,  
 Chief Accounting Officer)