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GENERAL MOTORS CORP
Form 8-K
April 03, 2001

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549-1004

FORM 8-K
CURRENT REPORT PURSUANT TO SECTION 13 OF
THE SECURITIES EXCHANGE ACT OF 1934

Date of Report
(Date of earliest event reported) April 3, 2001

GENERAL MOTORS CORPORATION

(Exact name of registrant as specified in its charter)

STATE OF DELAWARE ----- (State or other jurisdiction of incorporation)	1-143 ----- (Commission File Number)	38-0572515 ----- (I.R.S. Employer Identification No.)
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300 Renaissance Center, Detroit, Michigan ----- (Address of principal executive offices)	48265-3000 ----- (Zip Code)
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Registrant's telephone number, including area code	(313) 556-5000 -----
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On April 3, 2001, General Motors Corporation (GM) issued a news release announcing March sales and production, as well as second quarter 2001 production estimates. The release is as follows:

ITEM 5. OTHER ITEMS

GM March Sales Down 4.6%; FS Utilities -- Sixth Straight Month of Double-digit Gains

- Best Month Ever for GM Full-size Utilities -- Up 17%
- Best Month in 22 Years for GM Full-size Pickups
- March Car Sales Down 4%
- March Truck Sales Down 5%

GM Announces March Production Results; Second Quarter Forecast Remains Unchanged

DETROIT -- General Motors dealers sold 442,573 new cars and trucks in March in the United States, down 4.6 percent from March 2000. GM car sales decreased four percent to 213,310 units and truck sales decreased five percent to 229,263 units. GM full-size truck sales continued a strong selling pace in March and in the first quarter of 2001.

Full-size utilities continued to post the largest sales gains in the GM lineup in March, with sales up 17 percent. In fact, GM reported its sixth straight month of double-digit sales gains for its full-size sport utilities. The Chevrolet Suburban and Tahoe, GMC Yukon and Yukon XL and Cadillac Escalade all posted individual March records.

GM also posted its best monthly sales of GM full-size pickups since March 1979. March sales of the Chevrolet Silverado and GMC Sierra climbed seven percent. GM mid utility sales also stayed strong in March with a two percent increase.

"Industry sales have held up better than expected despite a backdrop of economic uncertainty and we think this trend will characterize all of 2001," said Bill Lovejoy, group vice president of North America Vehicle Sales, Service and Marketing. "Our first quarter results reflect a number of GM's strengths, most notably continued momentum in our truck portfolio. Without constraints on our outstanding full-size pickups and utilities, our dealers delivered strong sales performances as we saw in the first quarter. We expect that the introduction of our six all-new truck entries in the first half will further strengthen GM's position in the truck market."

First Quarter Sales Results

For the first quarter of 2001, GM dealers reported a record 16 percent gain in full-size utility sales from year-ago levels, with Chevrolet and GMC full-size utilities posting a best-ever first quarter.

Other notable first-quarter sales performances came from GM entries in the midsize segment, including the Chevrolet Impala, which had its best month and

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first quarter ever. The Saturn L-Series also had record March and first-quarter sales.

Best Month Ever

- Chevrolet Impala
- GM Utilities
- GM Full-size Utilities
- GM Full-size Pickups (best since 1979)
- Chevrolet Silverado (best since 1979)
- GMC Full-size Utilities
- Chevrolet Full-size Utilities
- Chevrolet Tahoe
- GMC Yukon
- GMC Yukon XL
- Chevrolet Tracker

March Sales Records

- Saturn L-Series
- Oldsmobile Aurora
- GMC Utilities
- GM Mid Utilities
- Chevrolet Suburban
- Cadillac Escalade

First Quarter Sales Records

- Chevrolet Impala
- Saturn L-Series
- Oldsmobile Aurora
- Oldsmobile Alero
- GMC Full-size Utilities
- GMC Yukon
- Chevrolet Full-size Utilities
- GM Utilities
- GM Full-size Utilities
- Chevrolet Silverado (since 1979)
- Chevrolet Suburban
- Chevrolet Tahoe
- Chevrolet Tracker

March Production Totals, 2nd Quarter 2001 Estimates

In March, GM produced 460,000 vehicles (217,000 cars and 243,000 trucks) in North America, down from 581,000 vehicles (284,000 cars and 297,000 trucks) produced in March 2000. For the first quarter 2001, GM produced 1,214,000 vehicles (581,000 cars and 633,000 trucks) in North America, down from 1,521,000 vehicles (746,000 cars and 775,000 trucks) produced in the first quarter 2000. (Production numbers include joint venture results in North America.)

GM announced its second-quarter North American production estimate will remain unchanged at 1.3 million vehicles (582,000 cars and 718,000 trucks), a 17 percent decline from the second quarter 2000 when we made 1,568,000 vehicles (787,000 cars and 781,000 trucks).

The production estimates are consistent with GM's efforts to align production with demand and reduce inventory levels in a moderating economy.

Additionally, GM announced the following second-quarter 2001 production estimates for its international regions:

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- GM Europe - The second-quarter estimate is 516,000 vehicles, down from the previous estimate of 535,000 vehicles.
- GM Asia Pacific - The second-quarter estimate is 65,000 vehicles, up from the previous estimate of 62,000 vehicles.
- GM Latin America, Africa and the Middle East - The second-quarter estimate is 167,000 vehicles, up from the previous estimate of 164,000 vehicles.

Note: GM sales and production results are available on GM Media Online at <http://media.gm.com> by clicking on the Sales/Production icon.

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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 judgement on what the future may hold, and we believe these judgements 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.

2-1P
GM Car Deliveries - (United States)
March 2001

	(1)	March		Calendar Year-to-Date January - March		
		2001	2000	%Chg per S/D	2001	2000
Selling Days (S/D)	27	27				
Century	10,477	11,914	-12.1	30,092	39,740	-24.3
LeSabre	11,624	10,357	12.2	34,370	33,422	2.8
Park Avenue	2,664	3,673	-27.5	8,529	12,408	-31.3
Regal	4,319	5,302	-18.5	13,177	17,441	-24.4
Riviera	2	11	-81.8	2	32	-93.8
Buick Total	29,086	31,257	-6.9	86,170	103,043	-16.4
Catera	665	1,043	-36.2	2,028	3,073	-34.0
DeVille	6,762	11,021	-38.6	23,947	30,945	-22.6
Eldorado	719	997	-27.9	1,901	3,060	-37.9
Seville	2,344	2,637	-11.1	5,273	7,066	-25.4
Cadillac Total	10,490	15,698	-33.2	33,149	44,144	-24.9
Camaro	3,164	4,240	-25.4	7,673	10,229	-25.0
Cavalier	21,978	21,865	0.5	64,678	58,880	9.8
Corvette	2,923	3,440	-15.0	7,941	8,068	-1.6

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Impala (W)	19,372	15,658	23.7	52,660	43,804	20.2
Lumina	4,646	4,144	12.1	12,790	11,314	13.0
Malibu	17,656	17,459	1.1	47,809	55,312	-13.6
Metro	2,048	4,684	-56.3	5,854	11,514	-49.2
Monte Carlo	6,934	6,706	3.4	18,343	19,673	-6.8
Prizm	4,487	5,288	-15.1	14,263	14,510	-1.7
Chevrolet Total	83,208	83,484	-0.3	232,011	233,304	-0.6

Alero	12,084	10,414	16.0	38,632	34,801	11.0
Aurora	3,047	1,590	91.6	9,214	3,060	201.1
Cutlass	3	179	-98.3	11	789	-98.6
Cutlass Supreme	0	0	***.*	0	0	***.*
Eighty Eight	1	74	-98.6	1	346	-99.7
Intrigue	3,455	4,538	-23.9	12,274	17,261	-28.9
Oldsmobile Total	18,590	16,795	10.7	60,132	56,257	6.9

Bonneville	5,366	5,744	-6.6	12,492	14,740	-15.3
Firebird	2,421	3,067	-21.1	5,799	8,011	-27.6
Grand Am	16,521	18,677	-11.5	50,161	54,912	-8.7
Grand Prix	11,814	12,691	-6.9	27,250	38,372	-29.0
Sunfire	8,248	7,690	7.3	22,389	20,373	9.9
Pontiac Total	44,370	47,869	-7.3	118,091	136,408	-13.4

900	2	7	-71.4	2	22	-90.9
9000	0	2	***.*	0	13	***.*
9-3	1,988	1,274	56.0	4,526	3,943	14.8
9-5	1,185	972	21.9	3,309	2,795	18.4
Saab Total	3,175	2,255	40.8	7,837	6,773	15.7

Saturn EV1	0	3	***.*	0	161	***.*
Saturn L Series	8,907	8,255	7.9	24,631	18,898	30.3
Saturn S Series	15,484	17,150	-9.7	41,602	44,801	-7.1
Saturn Total	24,391	25,408	-4.0	66,233	63,860	3.7

GM Total	213,310	222,766	-4.2	603,623	643,789	-6.2

GM Car Deliveries by Production Source						

GM North America *	209,470	219,468	-4.6	593,758	633,943	-6.3

GM Import	3,840	3,298	16.4	9,865	9,846	0.2

GM Total	213,310	222,766	-4.2	603,623	643,789	-6.2

* Includes U.S./Canada/Mexico

(1) Determines Sort Order

2-1P

GM Car Deliveries - (United States)
March 2001

(1)	March		Calendar Year-to-Date January - March			
	2001	2000	%Chg per S/D	2001	2000	%Chg
Selling Days (S/D)	27	27				

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GM Car Deliveries by Production Source and Marketing Division

Buick Total	29,086	31,257	-6.9	86,170	103,043	-16.4
Cadillac Total	9,825	14,655	-33.0	31,121	41,071	-24.2
Chevrolet Total	83,208	83,484	-0.3	232,011	233,304	-0.6
Oldsmobile Total	18,590	16,795	10.7	60,132	56,257	6.9
Pontiac Total	44,370	47,869	-7.3	118,091	136,408	-13.4
Saturn Total	24,391	25,408	-4.0	66,233	63,860	3.7
GM North America Total*	209,470	219,468	-4.6	593,758	633,943	-6.3

Cadillac Total	665	1,043	-36.2	2,028	3,073	-34.0
Saab Total	3,175	2,255	40.8	7,837	6,773	15.7
GM Import Total	3,840	3,298	16.4	9,865	9,846	0.2

GM Vehicle Deliveries by Marketing Division

Buick Total	29,086	31,257	-6.9	86,170	103,043	-16.4
Cadillac Total	13,113	18,292	-28.3	38,205	51,522	-25.8
Chevrolet Total	244,743	254,434	-3.8	653,980	686,394	-4.7
GMC Total	49,388	51,264	-3.7	124,702	139,093	-10.3
Hummer Total	58	130	-55.4	227	282	-19.5
Oldsmobile Total	24,668	24,111	2.3	76,554	76,768	-0.3
Other-Isuzu Total	1,855	0	***.*	3,990	0	***.*
Pontiac Total	52,096	56,946	-8.5	137,737	155,456	-11.4
Saab Total	3,175	2,255	40.8	7,837	6,773	15.7
Saturn Total	24,391	25,408	-4.0	66,233	63,860	3.7
GM Total	442,573	464,097	-4.6	1,195,635	1,283,191	-6.8

* Includes US/Canada/Mexico

(1) Determines Sort Order

3-1P

GM Truck Deliveries - (United States) March 2001

	(1)	Calendar Year-to-Date January - March				
		March	%Chg per S/D	2001	2000	%Chg
Selling Days (S/D)	27	27				
Escalade	2,623	2,594	1.1	5,056	7,378	-31.5
Total Cadillac	2,623	2,594	1.1	5,056	7,378	-31.5
Astro	5,937	10,375	-42.8	16,318	26,350	-38.1
C/K Suburban (Chev)	13,373	12,850	4.1	35,506	34,870	1.8
Chevy C/T Series	602	921	-34.6	1,587	2,268	-30.0
Chevy P Models & Mtr Hms	4	90	-95.6	24	325	-92.6
Chevy W Series	173	223	-22.4	531	498	6.6
Express Cutaway/G Cut	1,226	2,278	-46.2	3,290	5,518	-40.4
Express Panel/G Van	5,956	7,532	-20.9	16,456	19,486	-15.5
Express/G Sportvan	1,734	1,564	10.9	3,600	3,555	1.3
S/T Blazer	20,429	23,922	-14.6	56,123	63,185	-11.2
S/T Pickup	13,618	19,966	-31.8	37,662	56,208	-33.0
Silverado-C/K Pickup	66,253	61,391	7.9	170,594	167,748	1.7
Tahoe	17,166	13,110	30.9	46,348	32,415	43.0
Tracker	5,878	4,529	29.8	13,507	13,212	2.2

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TrailBlazer	1,033	0	***.*	1,092	0	***.*
Venture	8,153	12,199	-33.2	19,331	27,452	-29.6
Chevrolet Total	161,535	170,950	-5.5	421,969	453,090	-6.9

C/K Suburban (GMC)	1	706	-99.9	21	3,729	-99.4
Envoy	1,664	0	***.*	1,767	0	***.*
GMC C/T Series	1,508	2,653	-43.2	3,167	6,139	-48.4
GMC W Series	598	804	-25.6	1,157	1,317	-12.1
P Models & Mtr Hms (GMC)	2	16	-87.5	9	204	-95.6
S/T Jimmy	5,905	7,060	-16.4	16,810	21,324	-21.2
Safari (GMC)	2,053	3,918	-47.6	5,740	9,927	-42.2
Savana Panel/G Classic	2,920	2,912	0.3	6,944	6,580	5.5
Savana Special/G Cut	819	850	-3.6	1,785	2,690	-33.6
Savana/Rally	197	391	-49.6	520	911	-42.9
Sierra	18,596	17,828	4.3	46,312	49,254	-6.0
Sonoma	2,853	4,721	-39.6	8,339	12,756	-34.6
Yukon	6,632	5,274	25.7	17,563	13,222	32.8
Yukon XL	5,640	4,131	36.5	14,568	11,040	32.0
GMC Total	49,388	51,264	-3.7	124,702	139,093	-10.3

Hummer H1	58	130	-55.4	227	282	-19.5
Hummer Total	58	130	-55.4	227	282	-19.5

Bravada	2,861	3,237	-11.6	6,109	9,081	-32.7
Silhouette	3,217	4,079	-21.1	10,313	11,430	-9.8
Oldsmobile Total	6,078	7,316	-16.9	16,422	20,511	-19.9

Other-Isuzu F Series	242	0	***.*	552	0	***.*
Other-Isuzu N Series	1,613	0	***.*	3,438	0	***.*
Other-Isuzu Total	1,855	0	***.*	3,990	0	***.*

Aztek	3,144	0	***.*	8,658	0	***.*
Montana	4,582	9,069	-49.5	10,988	19,029	-42.3
Trans Sport	0	8	***.*	0	19	***.*
Pontiac Total	7,726	9,077	-14.9	19,646	19,048	3.1

GM Total	229,263	241,331	-5.0	592,012	639,402	-7.4

GM TRUCK Deliveries by Production Source						

GM North America *	227,542	240,636	-5.4	588,078	638,139	-7.8

GM Import	1,721	695	147.6	3,934	1,263	211.5

GM Total	229,263	241,331	-5.0	592,012	639,402	-7.4

GM Light Duty Truck Deliveries by Production Source						

GM North America *	224,521	236,624	-5.1	581,547	628,651	-7.5

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

GM Total	224,521	236,624	-5.1	581,547	628,651	-7.5

* Includes U.S./Canada/Mexico

(1) Determines Sort Order

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	(1)	Calendar Year-to-Date				
		March			January - March	
		2001	2000	%Chg per S/D	2001	2000
Selling Days (S/D)	27	27				

GM TRUCK Deliveries by Production Source and Marketing Division

Cadillac Total	2,623	2,594	1.1	5,056	7,378	-31.5
Chevrolet Total	161,425	170,799	-5.5	421,620	452,753	-6.9
GMC Total	49,121	50,720	-3.2	124,080	138,167	-10.2
Hummer Total	58	130	-55.4	227	282	-19.5
Oldsmobile Total	6,078	7,316	-16.9	16,422	20,511	-19.9
Other-Isuzu Total	511	0	***.*	1,027	0	***.*
Pontiac Total	7,726	9,077	-14.9	19,646	19,048	3.1
GM North America Total *	227,542	240,636	-5.4	588,078	638,139	-7.8
Chevrolet Total	110	151	-27.2	349	337	3.6
GMC Total	267	544	-50.9	622	926	-32.8
Other-Isuzu Total	1,344	0	***.*	2,963	0	***.*
GM Import Total	1,721	695	147.6	3,934	1,263	211.5

GM Light Truck Deliveries by Production Source and Marketing Division

Cadillac Total	2,623	2,594	1.1	5,056	7,378	-31.5
Chevrolet Total	160,756	169,716	-5.3	419,827	449,999	-6.7
GMC Total	47,280	47,791	-1.1	120,369	131,433	-8.4
Hummer Total	58	130	-55.4	227	282	-19.5
Oldsmobile Total	6,078	7,316	-16.9	16,422	20,511	-19.9
Pontiac Total	7,726	9,077	-14.9	19,646	19,048	3.1
GM North America Total *	224,521	236,624	-5.1	581,547	628,651	-7.5

GM Light Truck Deliveries by Marketing Division

Cadillac Total	2,623	2,594	1.1	5,056	7,378	-31.5
Chevrolet Total	160,756	169,716	-5.3	419,827	449,999	-6.7
GMC Total	47,280	47,791	-1.1	120,369	131,433	-8.4
Hummer Total	58	130	-55.4	227	282	-19.5
Oldsmobile Total	6,078	7,316	-16.9	16,422	20,511	-19.9
Pontiac Total	7,726	9,077	-14.9	19,646	19,048	3.1
GM Total	224,521	236,624	-5.1	581,547	628,651	-7.5

* Includes US/Canada/Mexico

(1) Determines Sort Order

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

	Curr S/D:	Prev S/D:	Calendar Year-to-Date					
			March			January - March		
			2001	2000	% Chg per S/D	2001	2000	% Chg
	27	27						

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Vehicle Total	442,573	464,097	-4.6	1,195,635	1,283,191	-6.8
Car Total	213,310	222,766	-4.2	603,623	643,789	-6.2
Truck Total	229,263	241,331	-5.0	592,012	639,402	-7.4
Light Truck Total	224,521	236,624	-5.1	581,547	628,651	-7.5
Light Vehicle Total	437,831	459,390	-4.7	1,185,170	1,272,440	-6.9

Market Division Vehicle Total	March			Calendar Year-to-Date January - March		
	2001	2000	% Chg per S/D	2001	2000	% Chg
Buick	29,086	31,257	-6.9	86,170	103,043	-16.4
Cadillac	13,113	18,292	-28.3	38,205	51,522	-25.8
Chevrolet	244,743	254,434	-3.8	653,980	686,394	-4.7
GMC	49,388	51,264	-3.7	124,702	139,093	-10.3
Hummer	58	130	-55.4	227	282	-19.5
Oldsmobile	24,668	24,111	2.3	76,554	76,768	-0.3
Other - Isuzu	1,855	0	***.*	3,990	0	***.*
Pontiac	52,096	56,946	-8.5	137,737	155,456	-11.4
Saab	3,175	2,255	40.8	7,837	6,773	15.7
Saturn	24,391	25,408	-4.0	66,233	63,860	3.7

Sales of Domestically Produced Vehicles

Car	209,470	219,468	-4.6	593,758	633,943	-6.3
Light Truck	224,521	236,624	-5.1	581,547	628,651	-7.5

Percent change Per selling day calculation is the same as a standard percent change calculation with the exception of first dividing the units for each month by their respective selling days. Following is the formula: ((current month units/current month's selling days)/(prior month units/prior month's selling days)) x 100-100

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

Please Note: The Light sub-totals will be different than reported the prior year due to the implementation of 2001 Segmentation, which moved some Light Trucks to Medium.

GM Production Schedule - 4/01

Units 000s	GMNA					Total Worldwide	Memo: NUMMI CAMI
	Car	Truck	Total	GME	GMLAAM		

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2001 Q2	582	718	1,300	516	167	65	2,048	13	19
O/(U) prior forecast:@	0	0	0	(19)	3	3	(13)	0	0

Units 000s	GMNA						Total Worldwide	Memo:	
	Car	Truck	Total	GME	GMLAAM	GMAP		NUMMI	CAMI
1997									
1st Qtr.	797	645	1,442	472	130	32	2,076	16	30
2nd Qtr.	809	650	1,459	521	162	33	2,175	17	29
3rd Qtr.	712	557	1,269	417	170	31	1,887	13	21
4th Qtr.	765	693	1,458	464	142	37	2,101	11	18
CY	3,083	2,545	5,628	1,873	604	133	8,238	57	98
1998									
1st Qtr.	673	702	1,375	424	146	36	1,981	16	10
2nd Qtr.	615	557	1,172	479	153	39	1,843	7	14
3rd Qtr.	592	410	1,002	440	137	37	1,616	11	3
4th Qtr.	819	691	1,510	522	89	36	2,157	12	18
CY	2,699	2,360	5,059	1,864	525	148	7,596	46	45
1999									
1st Qtr.	781	725	1,506	524	93	38	2,161	12	23
2nd Qtr.	760	795	1,555	533	110	25	2,223	12	23
3rd Qtr.	660	699	1,359	427	112	47	1,945	13	17
4th Qtr.	759	694	1,453	530	97	47	2,127	12	26
CY	2,960	2,913	5,873	2,014	412	157	8,456	49	89
2000									
1st Qtr.	746	775	1,521	572	118	40	2,251	13	24
2nd Qtr.	787	781	1,568	534	140	45	2,287	13	23
3rd Qtr.	689	630	1,319	374	151	53	1,897	12	22
4th Qtr.	670	694	1,364	513	135	47	2,059	12	23
CY	2,892	2,880	5,772	1,993	544	185	8,494	50	92
2001									
1st Qtr. #	581	633	1,214	541	139	54	1,948	13	15
2nd Qtr. #	582	718	1,300	516	167	65	2,048	13	19

@ Numbers may vary due to rounding

* GME Production includes Saab back to 1999

Denotes estimate

Note 1: 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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SIGNATURE

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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.

April 3, 2001

GENERAL MOTORS CORPORATION

By

/s/Peter R. Bible

(Peter R. Bible,
Chief Accounting Officer)