

GMC TRUCK 1996



GMC

A close-up photograph of the front grille of a GMC truck. The grille features a grid pattern and is illuminated from the side, creating a strong contrast between the lit and shadowed areas. The GMC logo, rendered in a bold, metallic, three-dimensional font, is prominently displayed on the right side of the grille. The background is dark, emphasizing the truck's features.



DO ONE THING, AND DO IT REALLY WELL. At GMC Truck, trucks aren't a sideline; they're a way of life. We're strong, capable and willing. But they can also be smooth, comfortable and refined. From versatile pickups to trucks you're truly proud to drive. **TABLE OF CONTENTS** Sierra 2 Sonoma 4 Jimmy 6 Yukon 8

specialized in trucks for over 90 years, and we've learned through experience that, above all, they have to be well appointed sport utilities to spacious vans, GMC Truck has earned a solid reputation for bringing you **Suburban 10 Safari 12 Interior Comfort 14 Power/Safety 16 Features 18 Commitment Plus 20**



Over the years, the

GMC SIERRA

has become renowned for its uncompromising strength and its extraordinary capabilities. Combined with its meticulous refinement, Sierra has earned a reputation as the quintessential American pickup.



Sierra "Club Coupe" 1500 4WD SLE in Fire Red with Quicksilver Metallic lower, shown with available side-access panel (passenger-side) and other available equipment.

*A small truck,
and all truck, the
GMC SONOMA
is built for serious
work, and serious
fun. There are lots
of small pickups
out there, but this
is the real thing—
a no-apologies-
necessary-get-out-
of-my-way-I'm-
coming-through
GMC Truck.*



Sonoma Club Coupe 4WD SLS Sportside in Emerald Green Metallic, shown with available side-access panel (driver's-side) and other available equipment. (Side-access panel and Sportside bed not available at start of production.)

The true achievement
of the **GMC JIMMY**
is not so much in
combining the ride
and comfort of a
luxury sedan with
the strength and capa-
bility of a GMC Truck,
but in combining
them so gracefully
and intelligently in
a sport utility that
is uncommonly
well suited to the
way you really drive.



Jimmy 4-door 4WD SLT in Cherry Red Metallic with Steel Gray Metallic lower, shown with available equipment.

While most sport utilities force you to choose between room for your passengers and room for your all-important stuff, the fullsize **GMC YUKON** generously accommodates both. And it does so with poise, refinement—and the strength of a GMC Truck.



Yukon 4-door 4WD SLT in Fire Red, shown with available equipment.

*For those who believe
bigger is better,
and who believe in
owning the road as
opposed to merely
traversing it, the
GMC SUBURBAN
is the ultimate
statement. And it
is a class unto itself—
highly sophisticated
and thoroughly
capable.*



Suburban AWD SLT in Emerald Green Metallic with Light Autumnwood Metallic lower, shown with available equipment.

*Though trim, stylish
and eminently
maneuverable,
the midsize*

GMC SAFARI

*is a genuine van,
with effortless power,
welcome breathing
space and luxurious
accommodation.*

*Safari is not a
competitor of the
minivans; it is a
step up from them.*

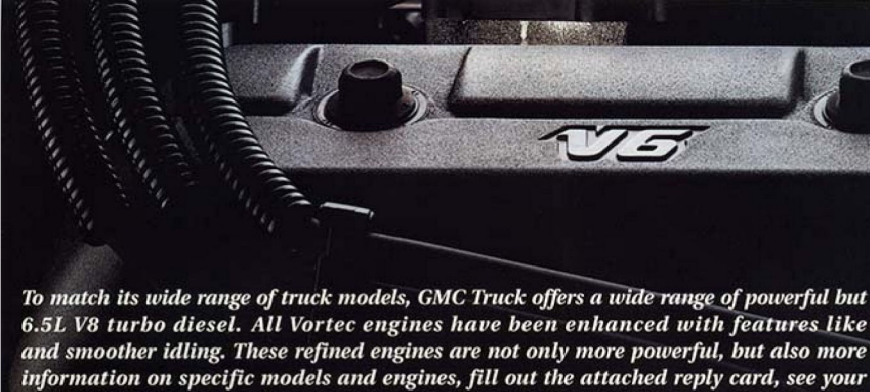


Safari AWD SLT in Cherry Ice Metallic, shown with available lower body cladding in Light Autumnwood Metallic and other available equipment, including Gold package.



*Just open the door,
and you will discover
that GMC Truck
INTERIORS can be
as comfortable
and well appointed
as a luxury sedan
with one significant
difference: you're
surrounded by the
genuinely usable
space and the
formidable strength
of a GMC Truck.*

Yukon 4-door SLT interior with standard leather seating surfaces in Neutral, shown with available equipment.



To match its wide range of truck models, GMC Truck offers a wide range of powerful but 6.5L V8 turbo diesel. All Vortec engines have been enhanced with features like and smoother idling. These refined engines are not only more powerful, but also more information on specific models and engines, fill out the attached reply card, see your



sophisticated engines—four-cylinder, Vortec V6s and V8s—plus a Sequential Fuel Injection, which helps provide better starting efficiency, quieter and require less maintenance. For more GMC Truck dealer or call 1-800-GMC-TRUCK (1-800-462-8782).

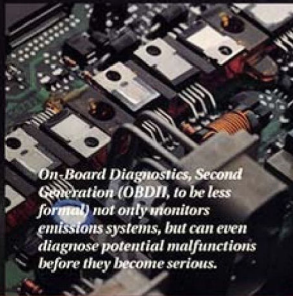
At first, you might be drawn to a GMC Truck for its ingenious combination of truck strength and capability with car-like comfort and amenities. But then you will come to appreciate your GMC Truck for its substance, its feeling of quality and its careful attention to detail throughout. Our Vortec engines are not just smooth and powerful; they are engineered to go 100,000 miles without scheduled maintenance.



All GMC Trucks under 8600 lb GVWR feature the standard security of a driver's-side air bag. The Safari van features dual facial air bags. We want you to feel secure, but please, even with air bags, always wear your safety belts.



The platinum-tipped spark plugs, engine coolant, serpentine drive belt and other components in most GMC Trucks are designed to last 100,000 miles. If you drive an average of 15,000 miles per year, your first scheduled change will be in the year 2002. Mark your calendar.



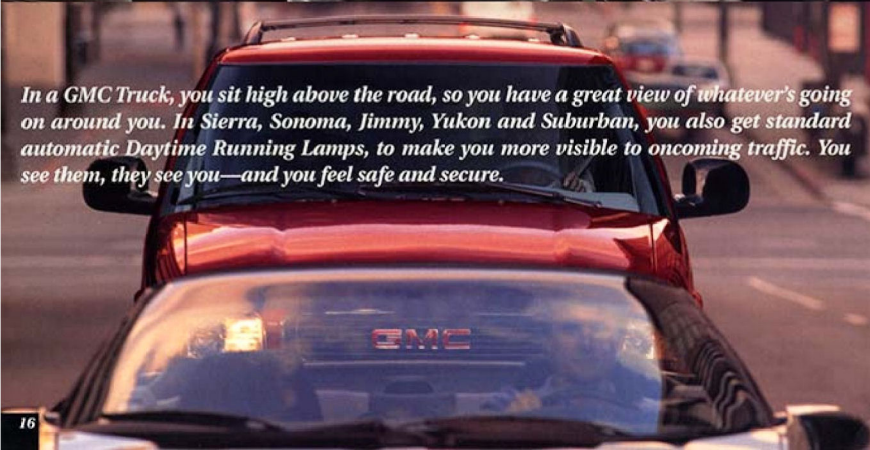
On-Board Diagnostics, Second Generation (OBDII), to be less formal) not only monitors emissions systems, but can even diagnose potential malfunctions before they become serious.



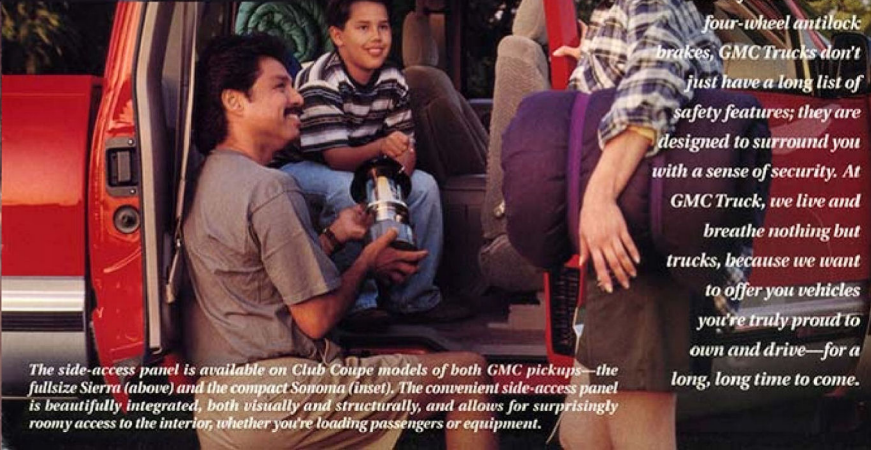
GMC Truck's innovative side-access panel opens up a whole new world of possibilities.

BE PREPARED FOR A LONG-TERM RELATIONSHIP.

From their strong, solid frames to their four-wheel antilock brakes, GMC Trucks don't just have a long list of safety features; they are designed to surround you with a sense of security. At GMC Truck, we live and breathe nothing but trucks, because we want to offer you vehicles you're truly proud to own and drive—for a long, long time to come.



In a GMC Truck, you sit high above the road, so you have a great view of whatever's going on around you. In Sierra, Sonoma, Jimmy, Yukon and Suburban, you also get standard automatic Daytime Running Lamps, to make you more visible to oncoming traffic. You see them, they see you—and you feel safe and secure.



The side-access panel is available on Club Coupe models of both GMC pickups—the fullsize Sierra (above) and the compact Sonoma (inset). The convenient side-access panel is beautifully integrated, both visually and structurally, and allows for surprisingly roomy access to the interior, whether you're loading passengers or equipment.



Push-button four-wheel drive



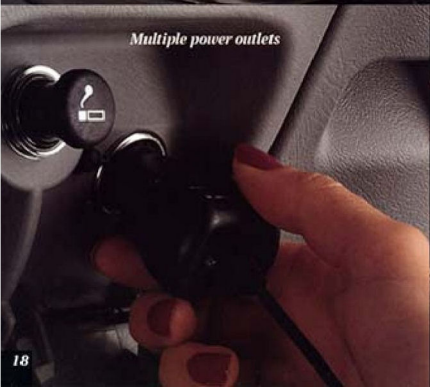
Overhead console with temperature and compass readouts



CD player



Remote keyless entry



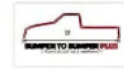
Multiple power outlets



Armrest storage compartment



GMC Truck is proud to be a partner in conservation with The Nature Conservancy, an organization dedicated to protecting the diversity of life on Earth. GMC Truck contributes both money and trucks to support this worthwhile organization. Wherever you go in your GMC Truck, please respect our planet and its inhabitants.



GMC Truck backs your new vehicle with its Bumper to Bumper warranty. The entire vehicle is warranted for repairs, including parts and labor, to correct defects in materials or workmanship, for three years or 36,000 miles, whichever comes first (excludes routine maintenance). Diesel engines are covered up to five years or 100,000 miles, whichever comes first (a deductible applies after three years/36,000 miles). The warranty covers towing to the nearest GMC Truck dealership, and there is no deductible for warranty repairs during the warranty period. The warranty transfers automatically with vehicle ownership during the warranty period. Body sheet metal rust-through is covered for six years or 100,000 miles, whichever comes first. See your GMC Truck dealer for terms and conditions of these limited warranties.



It's easy to arrange GMAC financing and leasing right at your GMC Truck dealership. With SmartLease[®] by GMAC, you can potentially get lower monthly truck payments as well as lower your total out-of-pocket costs. That's because with SmartLease, you choose your lease term and pay only for the portion of the vehicle you expect to use. Or if you plan to buy your GMC Truck, you can rest assured you're buying a vehicle that is designed to last. For more information, see your dealer or call 1-800-32-SMART.



The GM Card[™] can be your ticket to considerable savings on your next new GMC Truck. For every dollar you spend on the card, you'll get five percent of your purchase price toward the purchase or lease of a new GM car or truck. Use the GM Card at any of the Accelerated Earnings Network members, including participating GMC Truck dealers for retail parts and service, and earn up to 10 percent. Best

of all, there's no annual fee. It's more than an annual fee to help manage your finances; it's truly the way to Turn Plastic Into Steel. Ask your dealer for an application or call 1-800-BGM-CARD for more information, including limits and restrictions.

ABOUT THIS CATALOG

We have made this catalog as comprehensive and factual as possible. We reserve the right to make changes in prices, colors, materials, equipment, specifications, models and availability at any time and without notice. Because some information may have been updated since the time of printing, please check with your GMC Truck dealer for complete up-to-the-minute details. GMC Truck models are equipped with engines produced by the GM Powertrain Division and are assembled by operating units of General Motors, its subsidiaries or suppliers to General Motors worldwide. It is sometimes necessary to produce models with components that are different or differently sourced than originally scheduled. All such components have been approved for use in GMC Truck models and will provide the same quality of performance associated with the GMC Truck name. Since some options may be unavailable when your vehicle is assembled, we suggest you verify that your vehicle includes the equipment you ordered, or, if there are changes, that they are acceptable to you. GMC Truck regularly sends its dealers useful service bulletins about GMC Truck products. To obtain these bulletins, ask your dealer or call 1-800-551-4123.

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When you buy or lease a new GMC Truck, you get an excellent vehicle, backed by an excellent warranty. You also get GMC Truck Commitment Plus. Instead of a vague promise, it's a portfolio of customer support services that we've put into writing. Commitment Plus provides outstanding extras and privileges,

COMMITMENT PLUS: A PORTFOLIO OF CUSTOMER PRIVILEGES.

and the coverage starts the day you take delivery and lasts throughout the life of your warranty. Commitment Plus is an extra measure of value, delivered with a **personal touch** by the people of GMC Truck and your dealer. It is designed to offer you **reassurance**, and to make you feel good about driving a GMC Truck.

Your dealer will see to it that your Commitment Plus **privileges** begin the day you take delivery. You'll get a thorough introduction to your new GMC Truck, so you're familiar with all the controls before you even leave the showroom. In addition, you'll get a full tank of fuel. When the time comes, you'll get a complimentary 3000-mile engine oil change and maintenance inspection.

A toll-free phone call can bring Roadside Assistance to you, nationwide,

24 hours a day, 365 days a year while your vehicle is under

warranty. Available services include—at no charge—roadside fuel delivery, flat

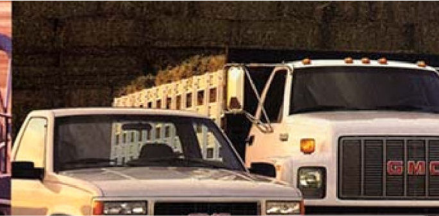
tire change, lockout service, jumpstarts and warranty towing.

GMC Truck Commitment Plus includes a toll-free phone number: 1-800-GMC-TRUCK (1-800-462-8782). With this number, you'll always have **access** to our experienced Customer Service Representatives.

For expert help and advice, additional product literature, Roadside Assistance or any of our other customer support services, please feel free to call.

GMC Truck Roadside Assistance provides free trip routing service, including maps tailored for your travels. In the unlikely event that you need warranty-covered repairs along the way, you are also entitled to trip interruption **benefits**, including reimbursement for hotel, food and even alternate transportation. See your dealer for complete details of the Roadside Assistance program, including conditions and restrictions.

If your GMC Truck is in for warranty service, you won't be stranded. For same-day service, Courtesy Transportation is provided, up to 10 miles away, by a one-way **shuttle**. Under certain qualifying conditions requiring overnight service, you'll receive reimbursement up to \$30 a day for alternate transportation, such as a rental vehicle. Discuss the details with your dealer when making a service appointment.



GMC Truck is honored to be an Official Sponsor of the 1996 U.S. Olympic Team. Like the Olympians themselves, our sole aim is to do one thing, and do it really well. Now in our tenth decade as truck specialists, the people of GMC Truck are



proud to help celebrate the 100th anniversary of the Modern Olympic Games, which coincides with the 100th anniversary of the automobile in America. And we salute those in every field of endeavor who make an effort to go beyond the ordinary.



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For more product information, please fill out this card and drop it in any mailbox, or call 1-800-GMC-TRUCK (1-800-462-8782).

Please send more information on the following model(s). Check no more than two.

GMC Jimmy GMC Sonoma GMC Sierra GMC Suburban GMC Yukon GMC Safari

Name

Address Apt # City State

Zip Daytime phone # () - - Evening phone # () - -

Do you currently own a GMC Truck? Yes No

If yes, selling GMC Truck dealer

If no, preferred GMC Truck dealer

Current Vehicle: Year Make Model

Are you likely to buy or lease your next new vehicle? Buy Lease

In what time period? Within 3 months 4-6 months 7-12 months 1-2 years Not sure FLB-96



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 351 TROY, MI

POSTAGE WILL BE PAID BY ADDRESSEE



GMC TRUCK
PO BOX 905
TROY MI 48099-9940



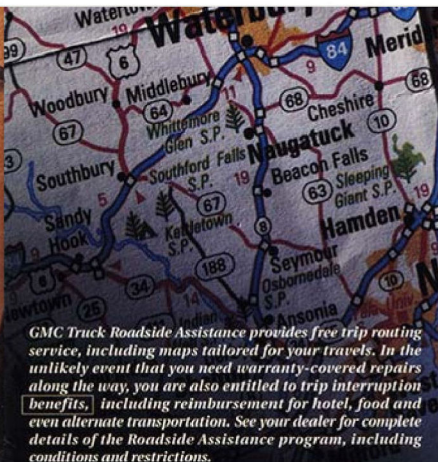
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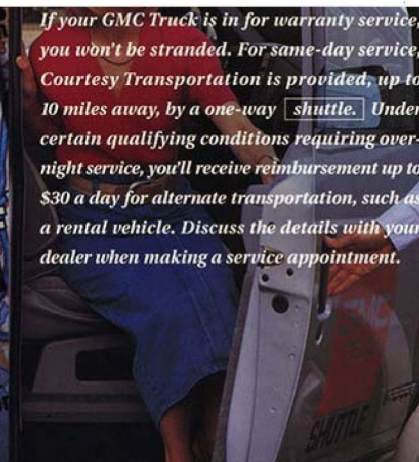
warranty. Available services include—at no charge—roadside fuel delivery, flat

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