

Great Going

NON-TRADITIONAL VERSION

FROM YOUR GMC TRUCK DEALER

NEW
'87
GMC
TRUCK



'87 SAFARI—ONE OF THE GREAT WAYS TO BE VERY PRACTICAL.

From its contemporary look, you might think GMC Safari is a trendy "In" truck.

It's that, all right—and more. Consider Practical Utility: 5-person seating is standard. Available seats provide accommodations for 4, 7 or 8 people—with walk-through capability from the front. With rear bench seats, you can form a

conversation group. Remove all rear seats and there's room for driver, passenger and 151.8 cu. ft. of whatever you wish to take along.

Consider Practical Comforts and Convenience: Low stepwells and wide opening doors permit easy entry and exit. Remarkably smooth, hi-tech riding qualities. Safari fits in a standard garage—and a carwash. When properly

equipped, Safari's rear wheel drive does a superb job of towing a trailer—up to 5,000 lbs.*

New for '87: Five new exterior colors, available front air dam and fog lamp package—and a distinctive "Fuel Injection" nameplate on the right rear door.

*Including passengers, cargo and equipment.

GMC TRUCK

Mr. James Farrington
1000 1st Avenue North
Hometown, MI 48909

Dear Mr. Farrington:

Here's a happy thought.

Today, you can drive a truck around town, to a posh restaurant or to your office -- and be in very accepted style.

In fact, some people might not realize you're driving a truck at all. Trucks, you may have noticed, are very much "Today."

Now, by the time you read this, a special event will be taking place at our GMC Truck dealership. We'll be showing the new '87 GMC light duty truck models.

Full-size pickups, S-15 (compact) pickups, S-15 and full-size Jimmys. Suburbans, Rally vans and Safari vans.

We'd be happy to have you come in, say "Hello," and take a close look at what the "Today" people will be buying and driving next.

Stop in. You can be test driving one today.

Sincerely,

Hometown GMC
1040 Freedom Lane
Hometown, MI 48909

Call us at: (000) 000-0000

P.S. You may be particularly interested in the S-15 pickup shown on page 11.

NTN

WOULD YOU?...SHOULD YOU?... BUY A (GULP) TRUCK?

Let's put it this way.

If you think you'd be (1) compromising your social position, (2) "breaking new ground," (3) embarrassing the neighbors, or (4) abandoning a long-standing family tradition by buying a truck for personal use...forget it.

But if you intend to remain a Traditional car buyer...be prepared to be left behind.

Your compatriots have been buying GMC trucks in droves. First it was in suburbia...with pickups. People said they had "little jobs to do in the garden. Up at the cottage. Carrying cement and lumber for the new gazebo." Then came the slide-in camper, and they couldn't have been happier.

The brave went to the symphony in the Suburbans—and found themselves grille-to-tailgate with other GMC pickups, Rally vans and Jimmys in the entrance line-up.

Some thought parking their Caballero at the country club was

a daring move. Until someone appeared at the club in a 4-WD GMC pickup with dual rear wheels.

Those were the Golden Years. When the "truck" was discovered by Traditional passenger car buyers, like yourself.

Today, you won't go unnoticed driving a GMC Truck. And you won't be alone.

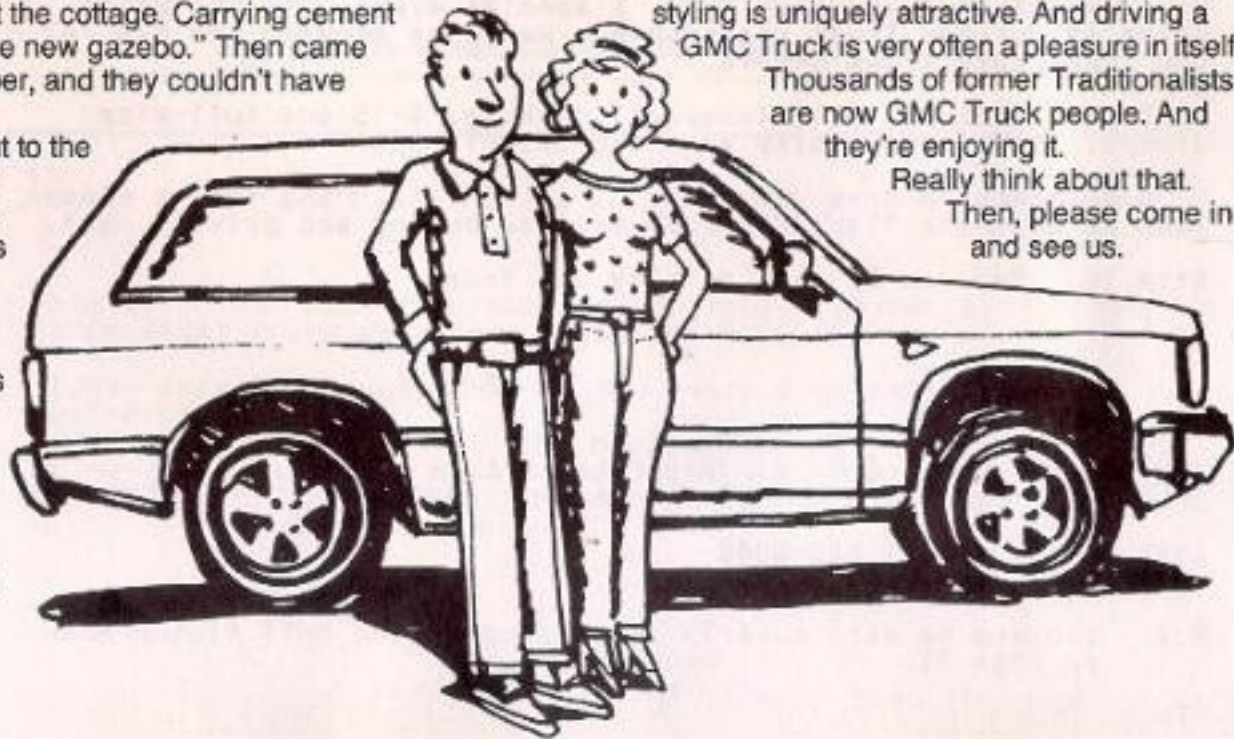
As the rugged trucks of old have been greatly improved, their manners have been vastly refined. Their comforts and conveniences at least

approach those of luxury passenger cars. Their styling is uniquely attractive. And driving a GMC Truck is very often a pleasure in itself.

Thousands of former Traditionalists are now GMC Truck people. And they're enjoying it.

Really think about that.

Then, please come in and see us.



'87 S-15 JIMMY—IT LEADS A VERY ACTIVE SOCIAL LIFE.

And that's what it's designed to do. Yesterday, the beach. Today, the Club. Tomorrow, off to the mountains.

Sierra, Sierra Classic and Gypsy Sport models let you select your particular level of style and comforts. (Emerald Metallic is the new "in" exterior color for '87—making a total of

eleven color choices.)

But status aside. You'll be surprised how the 100.5-inch wheelbase makes parking and maneuvering in traffic a breeze. You'll like the way Jimmy's interior dimensions afford roomy comfort for four—while carrying a generous load of baggage, camping gear or playpen

and toys.

The 2.5 Liter engine with Electronic Fuel Injection (EFI) standard, with improvements made to the air flow in the cylinder head and intake manifold.

And there's so much more you'll like. Come in for a test drive.



GMC "Ducks Unlimited"



The GMC Suburban shown here is *not* a one-of-a-kind vehicle, conceived and outfitted by some ardent hunter for his own use. Nor is the scene opposite taken from a "Wild Kingdom" or other hunting expedition exposé. But it could be, for this Suburban is one very special edition.

It's the result of an unusual three-way effort between GMC Truck, the Starcraft Company, and Ducks Unlimited, a private, non-profit organization dedicated to conserving wetland habitat for waterfowl and other wildlife.

This Suburban is produced by GMC Truck and Starcraft, with the support of Ducks Unlimited. It is offered as the GMC "Ducks Unlimited" Special Edition Suburban through GMC Truck dealerships around the country.

But it's not for everyone, naturally, nor is that the purpose. With production limited to just 60 vehicles in 1986, it's a rarity from the beginning. A collector's item on the day of delivery.

The base vehicle is a GMC 3/4-ton Suburban. It's available with either 2-wheel or 4-wheel drive with dependable manual-locking front hubs* (unlock the hubs to freewheel in 2-wheel drive for smooth highway cruising). It can be locked into 4-wheel drive in a jiffy to traverse low-traction terrain.

Inside, you'll find the kind of posh craftsmanship you have come to expect from Starcraft. A choice of two

floorplans. One features four chair seats; the other has two chair seats and a rear bench seat.

The chairs themselves are designed to provide outstanding comfort: high-backed "captains' chairs" with armrests that adjust up or down. The seats recline and can be moved forward or back. There is also a lumbar support option that lets you adjust the backrest exactly the way it feels best to you.

Included is a teakwood center console that holds its own thermos, ice bucket and cassette tapes. There's also a teak overhead console that comes with a standard Delco ETR 2000 AM/FM Cassette Stereo with four speakers.

GMC Truck, Starcraft and Ducks Unlimited have designed this truck with the hunter in mind. The authentic official Ducks Unlimited camouflage pattern, so distinctive in the open, softly blends the Suburban Special Edition into the terrain when you don't want your presence known. There are two gun rack storage compartments in the rear. A roomy fiberglass storage compartment on the roof with vinyl cover and boat rack will handle all of your decoys and extra gear. The rear seats have binocular storage on the sides.

For complete details, including camouflage or other finishes, the long list of options such as winch, brush guards, TV and VCR equipment, be sure to visit us soon.

*4-WD is also available with automatic locking hubs.

Special Edition Suburban



'87 FULL-SIZE GMC PICKUP

In many places in this world, (and many out-of-the-way places) GMC full-size pickups are out there. Just doing their jobs. Or making it possible for somebody to take it to the limit—or the end of the trail.

That goes almost without saying. GMC full-size pickups have what it takes: A rigid, ladder-type frame. Steel side rails and crossmembers. A sturdy foundation for body and drive components. *Double walls of steel* in cab and Wideside cargo

box sides and tailgate. One-piece door frames for precise fit and alignment.

Tough girder-beam 2-WD, or 4-WD front suspension. Two-stage multileaf rear springs. Weight-sensing H.D. power brakes.



TAKE IT TO THE LIMIT.

Maintenance-free battery? You bet! Plus—high energy ignition that delivers 35,000 volts to each spark plug. Electronic Fuel-Injected gas engines. Multiple rust-fighting measures. And all the comforts and conveniences

that make the tough jobs seem easy. These are just the beginning.

You see a lot of GMC Trucks on TV and in motion

pictures. Have you noticed?

But the GMC Truck you'll appreciate most is the one parked in your own driveway. Ready to go when you are.



'87 VANDURA/SAFARI VAN—ALL STYLE OUTSIDE. ALL BUSINESS INSIDE.

When your delivery or service truck looks good, your business looks good.

The sleek Safari Van, in the background, has space for 189.9 cubic feet of cargo, with payload ratings of 1000-, 1350- and 1700-lbs.*

*Including people, equipment and cargo.

Cargo is loaded through a wide-opening, easy sliding side door and rear panel doors. Powered by a 2.5 Liter Tech IV or an available 4.3 Liter Vortec V6

Both feature Electronic Fuel Injection.

The 110-in. wheelbase Vandura has 207 cu. ft. of cargo space. The 125-in. wheelbase, 260 cu. ft. Gasoline engines include the standard 4.3 Liter V6, and available 5.0 and 5.7 Liter V8s. All with EFI. A 6.2 Liter V8 diesel is also available.

Check our dealership for the vans that mean business.

'87 S-15—A VERY OWNER-FRIENDLY CARGO/PEOPLE CARRIER.

For many pickup buyers, the S-15 is all the pickup they'll ever need. And its versatility is a welcome Plus.

With standard bench seat, the S-15 seats three in roomy comfort. For just the two of you, you can order high-backed

bucket seats.

On the Club Coupe models, seating is the same. But the longer cab provides for 18.4 cu. ft. of weather-protected cargo space at the rear. Order two center-facing jump seats (available only with bucket seats) and, *voilà*, your

S-15 seats four.

Regular models have a 6-ft. or 7-ft. 5-in. cargo box. The Club Coupe, a 6-ft. box.

More versatility: S-15 is available with 2-WD or 4-WD. Come to our dealership, and we'll show you the rest of the story.



'87 RALLY—FOR PEOPLE WHO LIKE PEOPLE.

Want to transport up to 12 people in luxurious comfort—or a whole truckload of cargo? Rally's for you!

Of course, seating for five is standard—up to 12 available on the G3500 model.

For '87, all Rally gasoline engines have Electronic Fuel Injection (EFI) with many advanced benefits for the Rally owner. (See page 4.)



IF YOU OWN A TRUCK

(OR NEVER THOUGHT ABOUT OWNING ONE BEFORE)

VISIT US DURING OUR NEW '87 GMC TRUCK SHOWINGS. SEE WHAT YOU'VE BEEN MISSING.

The new GMC Truck announcement is an exciting event at our dealership. It gives us a once-a-year opportunity to introduce and explain new technological developments. And to "show-off" things like new exterior

colors—as well as component advances that make a GMC Truck a greater value. "Next time you're driving by... drive in!"

We would be happy to have you join us.



GMC
TRUCK

IT'S NOT JUST A TRUCK ANYMORE.

(See the other side of this card for details)

GMC
TRUCK

IT'S NOT JUST A TRUCK ANYMORE.

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Mr. James Cunningham
1040 Freedom Lane
Hometown, MI 48909

(Bring this card to our GMC Truck Dealership—at your early convenience.)

Please be our special guest.

This will introduce ~~Mr. James Cunningham~~, a reader of our GMC TRUCK GREAT GOING magazine.

Please extend a hearty welcome and every courtesy of our dealership.

If our guest wishes, conduct a tour of our dealership facilities and GMC Truck displays -- and, of course, suggest a demonstration drive in a truck of our guest's choice.

Hometown GMC
1040 Freedom Lane
Hometown, MI 48909

'87 GMC CABALLERO—ES MUY SIMPATICO. (Very Congenial.)

It's the best of two worlds—in three distinctive models: The Diablo with sporty front air dam, sport mirrors, Rally Wheels and more. The Amarillo with special bright moldings, two-tone exterior. The standard Caballero, with a 1250-lb. payload capacity.*
Ole!

*Including people, equipment and cargo.



GMC TRUCK GREAT GOING
P.O. Box 30091
Lansing, MI 48909

BULK RATE
U.S. POSTAGE
PAID
GMC TRUCK
OPERATION



GMC WIDESIDE
BONUS CAB PICKUP



K-JIMMY



SUBURBAN

GMC
TRUCK

IT'S NOT JUST A TRUCK
ANYMORE.