

NEW ENVOY XUV, UPGRADED SIERRA AND YUKON/YUKON XL MODELS HIGHLIGHT GROWING SUCCESS OF GMC'S AUTHENTIC, PROFESSIONAL GRADE LINEUP

Professional Grade says it all. GMC's truck line of pickups and SUVs are built for durability, utility, performance and quality. At the same time, innovation also is a key factor in the lineup's success. With two completely new models and many others with key refinements, the 2004 GMC family continues to deliver outstanding capabilities that exceed customer expectations.

The new Canyon mid-size pickup and innovative new Envoy XUV are prime examples of the versatility of the GMC lineup. While the SUV segment has become increasingly crowded, the new Envoy XUV truly stands apart with its unique capabilities and appeal to people with active lifestyles. With innovative new products like the XUV, General Motors is reaffirming its commitment to maintaining truck leadership in 2004.

"The unprecedented growth of GMC in recent years clearly reflects customers' growing awareness of the Professional Grade attributes of our products," said Lynn Myers, Pontiac-GMC General Manager. "With the new Canyon and Envoy XUV plus the enhanced capabilities of other GMC models, our Professional Grade lineup will continue to exceed consumers' expectations in innovation and quality."



Canyon

Canyon raises the standard for mid-size pickups by providing consumers with more power, more space, greater functionality and a comprehensive range of models. Canyon features the first use of the powerful yet efficient inline-four- and inline-five-cylinder engines, the Vortec 2800 and Vortec 3500. The Canyon also features rack-and-pinion steering, an electronic automatic transmission, an available all-new five-speed manual transmission and numerous cab and powertrain configurations. Its contemporary exterior design sports a powerful front end and an equally contemporary interior with available roof-rail side air bags.

Envoy/Envoy XUV

The Envoy XUV brings never-before-seen versatility to the utility market by providing the capability to easily convert the cargo area from fully enclosed to open air. Envoy XUV's innovative features include a power-sliding roof, next-generation Midgate with power glass, an all-weather cargo area with a QuickDrain water-management system and a drop or swing tailgate with power window. Available in fall 2003, the Envoy XUV is a further extension of the Envoy family, offering the award-winning Vortec 4200 4.2L inline six as standard or the Vortec 5300 V-8 engine for those who require additional power or towing capability.

Sierra/Sierra HD

GMC's 2004 light- and heavy-duty-model Sierra full-size pickups prove why they are the segment's premier series of trucks, preferred by professionals for their utility, quality and toughness. All models for 2004 feature important new handling and control technologies as well as appearance features. GMC will introduce two new mid-year Sierra models, the 1500 Crew Cab and a single rear-wheel-drive variation of the Sierra 3500.

Yukon/Yukon XL and Yukon Denali/Yukon XL Denali

Both Yukon and the Yukon Denali standard and extended models are examples of Professional Grade craftsmanship, delivering luxury, utility and comfort in a safe and powerful SUV. In 2004, these sport utility vehicles offer a tire-pressure monitoring system and Hydroboost brakes. Yukon and Denali cabins also have been refined, and amenities such as the OnStar safety and security system, XM Satellite Radio (continental U.S. only) and a DVD rear passenger entertainment system packaged with a power glass sunroof are now available.

Savana

Upgraded a year ago, GMC's full-size 2004 Savana offers exceptional functionality as the segment's ultimate people- and cargo-carrier. With innovative features like all-wheel drive, a left-side entry/load door and unique side-access panels on Savana Pro models, Savana gives customers more value than its competitors. From performance and safety, to ride and handling, to reliability and durability – the Savana is designed to fit the needs of the commercial or personal-use customer.

Safari

The 2004 GMC Safari is one of the most popular vehicles in the affordable entry-level van market. With a host of standard safety features and excellent versatility for hauling people or cargo, Safari is one of the best values in its class. With its comfortable eight-passenger roominess and ability to tow trailers weighing up to 5,800 pounds (2,631 kg), Safari is more than capable of handling diverse and demanding family needs. A powerful 190-horsepower (142-kw) Vortec 4300 4.3L V-6, all-wheel drive and new world-class braking system combine to provide outstanding performance, safety and control.

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