

HUMMER TO BUILD ON SALES SUCCESS FOR 2004 MODEL YEAR

The 2004 model year may well be defined as another step forward in HUMMER's evolution.

"The introduction of our H2 model in 2003 enabled us to expand HUMMER's fiercely loyal customer base," said Michael C. DiGiovanni, HUMMER general manager. "The success of the H2 can only be described as phenomenal, and is in keeping with our goal of offering a full portfolio of products through a growing dealership body."

For the 2004 model year, HUMMER will continue to offer two models: the H1 and H2.

H1 is the original HUMMER, offering unparalleled SUV capability. H2 takes the rugged heritage of H1 and refines it by adding more creature comforts while maintaining off-road leadership. It's a bold and youthful interpretation of what HUMMER means, in a more "civilized" package. Its extreme design makes sure that H2 has the eye-catching appearance – and brand recognition – of H1.



"H2 and H1 are variations of the same theme: exhilarating, uncompromising off-road vehicles but with the comforts of home," said DiGiovanni. "Both offer HUMMER customers a vehicle to suit their individual taste and style."

Product enhancements on both models for the 2004 model year include the availability of a Delphi integrated navigation radio with full map navigation and a CD-ROM/audio player and a variety of accessories available to personalize both models. Still more HUMMER news comes in the form of an H2 sport utility truck (SUT). It will be available at HUMMER dealers during the second quarter of 2004 as a 2005 model.

"The SUT will be in every way a HUMMER. Like its brother, the H2 SUV, the H2 SUT will draw on its military heritage as the next bold evolution of the HUMMER brand. The SUT will be functional, versatile and almost endlessly reconfigurable, exceeding even the most demanding consumer's standards," DiGiovanni said.

And there's still more product news coming from HUMMER in the not-too-distant future. Stay tuned!

"Our U.S. dealership body is growing – 163 as of May 2003 – as is our product offering," DiGiovanni said. "We see the 2004 model year as yet another step in making HUMMER the must-have brand for an ever-growing customer base."

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