



#1 in the flats. #1 in the stats.



SPEED RECORD.

Last year at Bonneville, a specially modified S-15 Pickup driven by a professional driver roared across the Salt Flats at 194.770 mph to set a new (two-way average) international speed record for production-based vehicles. A record previously held by a Porsche 928S4.



SALES YEAR.

1989 was a record-breaking sales year for us. With an all-time-high **353,788** light-duty GMC Trucks moving out of our dealerships, more people than ever before discovered what we've known all along—GMC Trucks are sold and serviced by the most dedicated, knowledgeable people in the business. And that leaves us with just one thing to say to our dealers: Thanks.



SALES SATISFACTION.

Our customers ranked GMC Truck number one when it came to combined salesperson performance, dealership delivery activities, and initial product quality, according to the 1989 J.D. Power and Associates Compact Truck Sales Satisfaction Index.SM



RESALE VALUE.

Over the past ten years, GMC Truck delivered the best average-resale-value percentage of any full-line light-duty truck company. On average, GMC Trucks depreciated less and sold for more than any other brand of truck. So come trade-in time, you would be able to retain a greater percentage of your original investment than with Ford, Dodge or the imports.*

Of course, we're proud of the year we've had. But our mission at GMC Truck is to do even better. After all—there's not a record made that can't be broken.

For a catalog and the name of your nearest dealer, call 1-800-VALUE90 (1-800-825-8390).



Let's get it together...buckle up.
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GMC TRUCK

It's not just a truck anymore.®

*Retained value percentage is figured on a sales weighted average of all the vehicles sold by a truck marketer based upon the MSRP of three-, four-, and five-year-old comparably equipped vehicles produced domestically during the model years 1975-'86, compared to the average wholesale auction price of vehicles as reported in the January 1980-'89 issues of the National Automotive Research Black Book. The independent certified public accounting firm of Deloitte & Touche has compiled these retained value percentages.