

GMC Terrain 'Really Performed,' Says Disaster Relief Volunteer

DETROIT – In the aftermath of July wildfires that burned 97,000 acres in the Western United States, disaster relief volunteer Dave Fagan traversed 3,500 miles of bulldozed fire lines and mountain trails across Colorado and Wyoming in a GMC Terrain. He experienced firsthand the small SUV's capability.

"The Terrain really performed," said Fagan. "When other vehicles seemed to have lost traction, the Terrain didn't, and it had great maneuverability compared to what I saw from the vehicles I drove alongside. Plus, I was impressed by the fuel economy out there where there aren't many gas stations."

The Terrain 4-cylinder gets an EPA-estimated 22 city and 32 highway mpg. All-wheel-drive models get an estimated 20 city and 29 highway mpg.

Fagan was also pleasantly surprised by some of Terrain's features, including a standard Rear Vision Camera.

"On some narrow trails, there was only one way in and out.

With tight space to turn around, the camera was very helpful. The Terrain also handled my many chargers, which made it a great mobile office."

"I found it outstanding," Fagan said of the Terrain provided by his organization. "It may be my next vehicle."

He won't be alone. The Terrain is on track for its best sales year ever in 2012. Year to date through August, sales are up more than 10 percent versus the same period a year ago.

Terrain was developed to deliver great on-road performance without sacrificing versatility, say GM officials. For the 2013 model year, the Terrain adds an optional new 301-horsepower, 3.6L, V6 engine for added performance to go along

with its all-wheel drive and a 3,500-pound tow rating.

"Terrain's smaller footprint that helps save weight and fuel also makes it more maneuverable on tight trails where adventurous customers might take their vehicles," said GMC lead development engineer Essy Ipakchian.

"We also developed Terrain's standard StabiliTrak and optional all-wheel drive with different road conditions – rain, snow, rocks and mud – in mind."

Every Terrain is equipped with technology designed for the steep grades Fagan encountered across the Rockies.

Hill Start Assist holds brake pressure for 1.5 seconds to allow drivers time to press the accelerator without rolling back, while Au-



Dave Fagan, left, and a fellow volunteer take a break.

tomatic Grade Braking manages the transmission gear selection on declines, holding a lower gear to preserve the vehicle's brakes.

GMC has been proactive in pointing out real-world situations where their products show a benefit for customers, like here.

GMC: Toughness Is Link Between Brand and NFL

DETROIT – The 2012 NFL regular season arrived last week and GMC was at the ready as the "Official Vehicle of the NFL."

At the NFL Kickoff event in New York City last Wednesday, the brand arrived in Times Square with a fleet of 33 GMC Sierra full-size pickups, each featuring logos of the NFL and its 32 teams.

How much capability does that many Sierras represent? Using a Sierra 1500 extended cab with the popular 5.3L V8 and a standard bed length as an example, 33 trucks equals:

- 62,964 pounds of payload, the weight of 67,162 footballs weighing 15 ounces each, as required by the NFL rulebook.

- 320,100 pounds of towing capacity, the weight of 1,067 NFL linemen at 300 pounds each.

Throughout the 2012 NFL season, GMC's "Never Say Never" campaign will include weekly contests allowing fans to vote on their favorite plays, interact with football stars on social media, and have opportunities to win a GMC vehicle of their choice, or tickets to Monday Night Football games or even the big game in February.

The NFL has an estimated fan base of more than 181 million.

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