

2015 GMC Canyon 'Redefines Midsize Truck Segment' – Mary Barra

by Jim Stickford

Newly-appointed GM CEO Mary Barra kicked off the 2014 North American International Auto Show (NAIAS) on the evening of Sunday, Jan. 12, by introducing the new 2015 GMC Canyon at the Russell Industrial Center in Detroit.

Barra said 2013 was a good year for GM, with the introduction of the 2014 Stingray and the success of the Cadillac CTS sedan and the Chevrolet Silverado. At the Los Angeles auto show, the company introduced the Chevrolet Colorado.

"But we're not done. We're continuing the product onslaught into 2014," Barra said. "It all starts tonight with the all-new GMC Canyon."

In North America, Barra said, the Canyon is part of the company's three-truck strategy "designed with the customer in mind."

"GM is the only manufacturer that gives buyers the option between light-duty, heavy-duty or midsize trucks," she said.

"The midsize truck segment is especially interesting. Other manufacturers have either ignored it or abandoned it. That means midsize pickup customers have had to compromise."

"To get the features, content and amenities they're looking for, they've had to either leave the segment – most often to a compact crossover or car – or choose from a limited selection."

"To us, that's no way to treat a customer. That's opportunity knocking. That's why we're getting back into the segment with not one, but two all-new entries – the Chevrolet Colorado and GMC Canyon."

Barra said the 2015 Canyon redefines the midsize truck seg-



GM CEO Mary Barra shows off the 2015 GMC Canyon during the NAIAS special media event at Detroit's Russell Industrial Center last week.

ment with "its style, refinement and capability."

GM North American President Mark Reuss talked about the features customers can expect with the new Canyon.

"When it arrives next fall, we fully expect the 2015 Canyon to be the quietest midsize truck you can buy," Reuss said. "Canyon will offer the latest technologies, from smartphone connectivity with touch-screen and voice-activated controls to driver awareness features like Forward Collision Alert and Lane Departure Warning."

"There's even Wi-Fi connectivity available to make Canyon a mobile hotspot, with OnStar 4G LTE. In addition to all these comfort and convenience features, customers also want their truck

to perform like a truck. And that means it needs to be truly capable. That's why we engineered the Canyon to deliver segment-leading payload, towing, and fuel economy."

GMC was able to achieve this efficiency by building the Canyon on a fully boxed, high-strength steel frame, Reuss said.

"It's a scaled version of our full-size pickup frame," he added. "And it rides on an all-new chassis designed specifically to meet the needs of our customers in North America."

"Two engines will be offered at launch: a 2.5-liter 4-cylinder with an estimated 195 horsepower, and the optional 3.6-liter V6 with

an estimated 300 HP and 270 lb.-ft. of torque."

And, Reuss said, in its second model year, GMC will offer his iteration of the Canyon with a 2.8-liter four-cylinder Duramax turbo diesel engine that will be the only diesel engine in the midsize truck segment.

"All engines are mated to a standard six-speed automatic transmission with tow/haul mode," Reuss said. "And a six-speed manual is also available. Of course, it wouldn't be a real truck without a functional cargo box, so we gave Canyon the

largest box in the segment. And it has the features that our full-size pickup customers really like – such as the Corner-Step rear bumper, cargo tie-downs and the EZ Lift & Lower tailgate."

"In short, the 2015 GMC Canyon is the midsize truck that customers have been waiting for. It offers the refinement and convenience of a premium crossover with the capability of a truck. Plus it's easy to maneuver and highly efficient."

The Canyon is being manufactured at GM's Wentzville Assembly plant in Missouri.

Biden Praises Auto Workers

DETROIT (AP) – Vice President Joe Biden, an avowed "car junkie," said Jan. 16 that the U.S. auto industry's resurgence since the 2009 federal bailout provides a strong basis for a Motor City recovery.

Biden delivered a speech and toured the North American International Auto Show in Detroit, which showcases vehicles and hosts visitors from around the world. He promised an "American century in manufacturing" after the bankruptcies and near-industry meltdown about five years ago.

"We bet on American ingenuity, we bet on you and we won," Biden told the audience, flanked

by a half-dozen General Motors, Ford and Chrysler vehicles.

All three Detroit automakers have made billions in the recovery following the Great Recession.

Ford expects to post an \$8.5 billion profit before taxes for 2013, while GM made \$4.8 billion pretax through the first nine months.

Chrysler, the smallest and least-profitable of the three, made \$1.4 billion pretax through September.

All have rolled out strong new cars and trucks to catch the rise in auto sales from a low of 10.4 million in 2009 to 15.6 million last year.

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