

GMC TRUCK[®]





August 21, 1991

Dear Dealer:

Welcome to Reno!

During your stay, the rest of the S/T Platform Team and I will do everything possible to make your time more informative and rewarding. We have exciting products and features to unveil for you that will enhance your sales and profit potential.

Enclosed are a couple items of interest. First, is a coupon redeemable at the GMC Truck "Sport Machines" display in the Exhibit Hall of the Convention Center for an exclusive T-shirt. This shirt bears the new GMC Truck "Sport Machine" logo highlighting the Syclone, Typhoon and Sonoma GT. These products combine the best attributes of performance cars and trucks to create the new market performance product segment of "Sport Machines". Secondly, is a brochure by Jim Rahm, an expert in Niche Vehicle Sales and Marketing. This informative handout can assist you in your efforts in selling and promoting these products. Jim will be on hand at the "Sport Machines" display to answer your questions.

Also, we will be conducting a Ride and Drive in the parking lot of the hotel so you will be able to drive these exciting products. Please follow the signs located in the lobby to the Ride and Drive area.

We're glad to have you here!

M. S. Kramer
S/T Product Line Manager

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GMC Truck Division

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GMC Truck...Leaders in innovative products and services, providing customer value with a personal touch.



GMCTRUCK



INTRODUCING JIM RAHM...

Mr. Rahm has aligned his talents with PAS, Inc. of Troy, Michigan. As Co-Founder of Hurst Performance, Inc. (HURST SHIFTERS) he brings invaluable exposure in manufacturing and distribution of products to wholesale accounts, mass merchandisers and extensive OEM sales to General Motors, Ford and Chrysler.

Additional experience was gained during his employment with American Sunroof Corporation. In the capacity of ASC's National Sales Manager, he became the undisputed expert in presenting and selling concept vehicles and successfully developed sales and training methods for new car dealerships.

Dealer perspective was accomplished by service as Vice President and General Manager of high volume, fast track domestic and foreign new car dealerships, 1984 - 1989.

Thirsting to expand his experience, he founded Av Tech, Inc. (All Vehicle Technology). Av Tech has formed a team of experts, consulting for, not only the automotive industry (cars, trucks and buses), but also the rail car and aircraft industries as well.

Jim Rahm has developed the enclosed "Focused to Sell" success outline for GMC Truck Sport Machines at the dealership level. He will be available to answer questions at the Sport Machines booth (in the Motorsports area at the Coliseum) or the Sport Machine Ride and Drive at Bally's.

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FOCUSED TO SELL

AN OUTLINE FOR SUCCESS IN SELLING GMC TRUCK SPORT MACHINES

MAKE SURE THE VEHICLE IS READY TO SHOW

- A dirty truck or a truck that is out of gas, damaged or has a dead battery will make any deal difficult, but it will absolutely kill the sale of these high performance specialty Sport Machines.

FEATURE PREDOMINANTLY ON SHOWROOM FLOOR

- One of the major purposes of these specialty products is to help build showroom traffic. You know these Sport Machines are special and the press knows they are special. Let your customers know they are special, too!

IDENTIFY AND QUALIFY PROSPECTIVE BUYER

- Self employed and professionals 60K year income minimum
- Presently buys new cars (only 30% own pick ups)
- High percentage will not finance or trade in
- Age 35-55, high percentage single
- Active, health conscious, good sense of humor

PRODUCT PRESENTATION

- Make sure customer understands he is looking at a very special vehicle, incorporating hi tech features designed for hi performance people.
- They will love the positive benefits of a vehicle that works like a truck and performs better than cars costing two or three times more.
- When you truthfully and enthusiastically present an in-depth product presentation, you will produce the right results for both parties, and a profit you deserve.

DEMO

- Don't even think of letting the customer out before experiencing first hand the phenomenon of this totally unique vehicle.

SHOW OFF THE DEALERSHIP

- A service walk, meet Service Manager, discuss warranty, etc.

ASK FOR THE ORDER

- Selling Sport Machines and other specialized niche market products is no different than any other vehicle, at least in terms of the sales process. In most cases you will not get an order if you do not ask for it!
- Interviews conducted with potential buyers repeatedly show that salespeople ask for an order 10% of the time or **less**.

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GMC SPORT MACHINES ARE FUN

FUN TO DRIVE!

"The SYCLONE has the same kind of cut and run agility that made sport CARS so much fun to begin with." *Car & Driver*

TYPHOON offers sport sedan ride and handling without any sacrifice in cargo capacity. Try this in your BMW!

FUN TO STOP AND GO!

SYCLONE and TYPHOON combine full time all wheel drive and all season tires for that go any time, in any weather, traction and stability.

Match the power to go with the power to stop! SYCLONE and TYPHOON offer four wheel anti-lock brakes for safe, sure braking action.

FUN TO LIVE WITH!

TYPHOON, SONOMA GT and SYCLONE feature sport interiors with back hugging bucket seats, leather wrapped steering wheels, floor shifters and a dynamite set of gauges.

TYPHOON adds an additional luxury touch with leather seats and trim, remote keyless entry, auxiliary power leads, and carpeted mats.

FUN TO OWN!

TYPHOON offers the first FUN look in a utility vehicle. Be the first on the block to have one.

SYCLONE stands apart from the rest of the pick-ups, showing the "follow me" sign to the competition. Now available in five colors.

SONOMA GT brings the FUN look to the lower priced segment.

FUN TO WIN!

Nothing out accelerates SYCLONE! Not even Ferrari!

TYPHOON will show its tailgate to any sport sedan or utility vehicle built.

FUN TO SELL!

GMC has restructured the pricing for the 1992 line-up of Sport Machines including demonstration allowances as well as more dealer margin, making selling Sport Machines more exciting than ever.

Give your customers a test drive and watch them experience the fun.

JOIN THE SPORT MACHINE TEAM AND HAVE SOME FUN!

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THIS COUPON GOOD FOR ONE
GMC TRUCK
SPORT MACHINES T-SHIRT

STOP BY THE SPORT MACHINES BOOTH

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