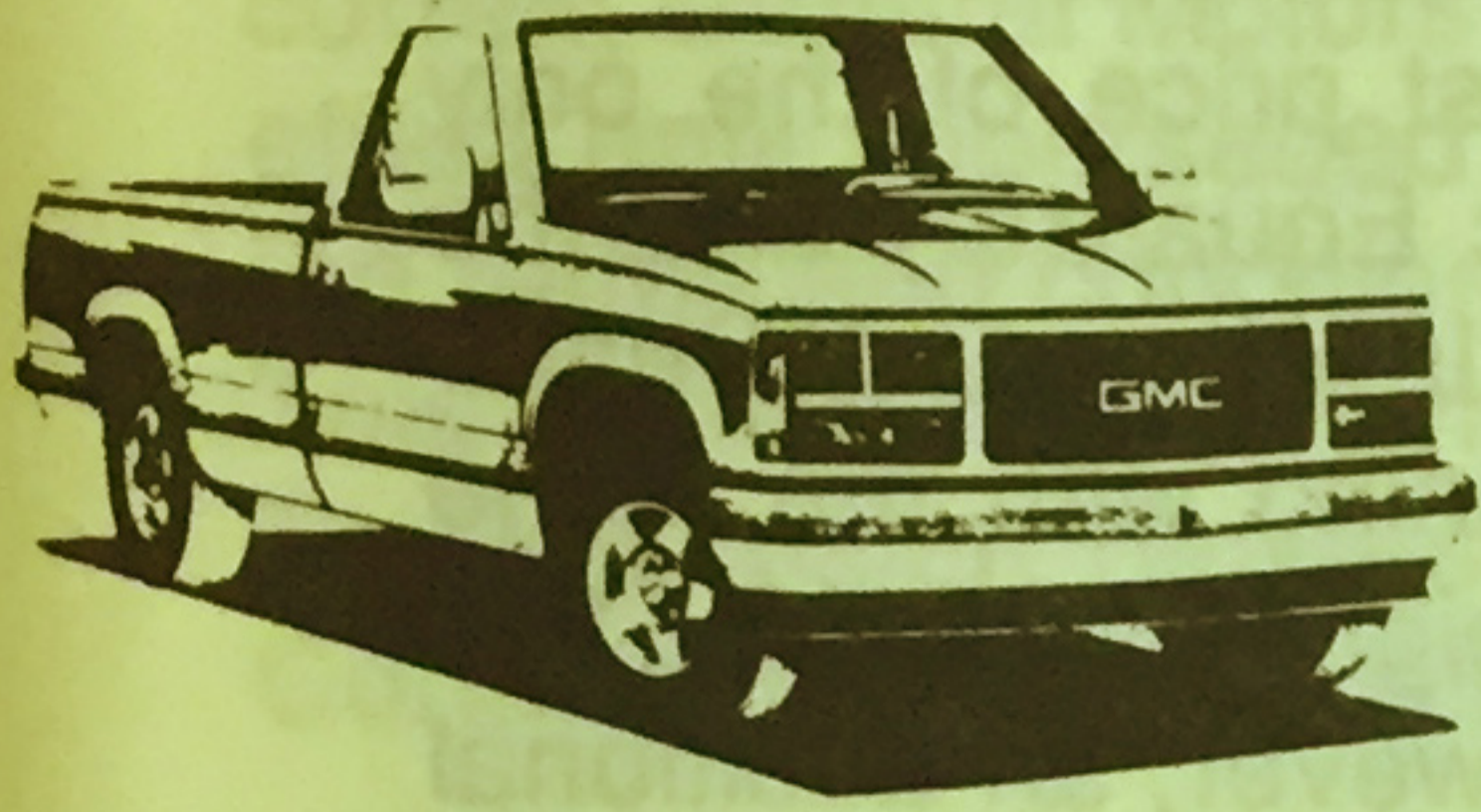




GMC Truck Division
General Motors Corporation

Light Truck DEALER GENERAL LETTER



SUBJECT:

Syclone Pricing

NO. 135A DATE Oct. 26, 1990

TO: ALL GMC LIGHT TRUCK DEALERS

GMC Truck Division, with the issuance of this Dealer General Letter, is proud to announce the pricing for the new Syclone model which represents GMC Truck's entry into the performance vehicle marketplace and is expected to generate considerable enthusiasm and recognition for the GMC Truck nameplate. The GMC Truck Syclone is now available for ordering via DCS.

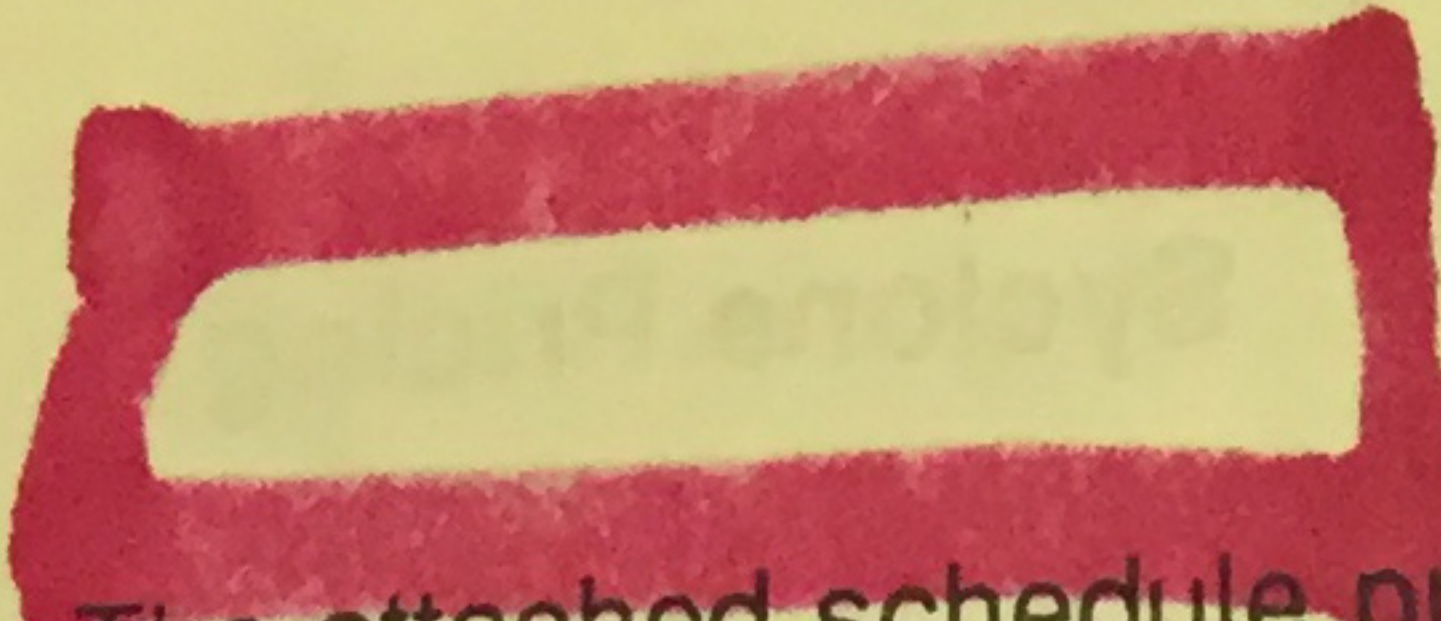
The Syclone is a high performance derivative of the GMC Truck Sonoma Regular Cab Pickup and is a truly exceptional product that will enable GMC Truck to maximize sales and nameplate awareness by offering the most innovative vehicle to enter the market in a decade. You will soon be receiving a Light Duty Data Book update that will detail the hi-tech performance attributes of this fine vehicle; however, this letter is intended to provide you with the pricing information relative to the base model and optional equipment as well as the discount structure to calculate the dealer cost.

Initially, dealers who wish to purchase this vehicle, will be required to order two Syclones. After this initial order requirement, dealer can order on a free-flow basis. In addition to the two unit order requirement, the dealer must agree to the following requirements:

- 1) Train one (1) Salesperson as a Syclone Specialist
- 2) Train one (1) Technician as a Syclone Service Expert
- 3) Put Units in at Least One (1) Motor Sports Show or Auto Show Prior to June 1991
- 4) Purchase a Showroom Promotion Kit Not To Exceed \$150

Contact your DMAC District Sales Manager for details relative to the above requirements so that you can get your orders placed as soon as possible.

RER:RMB:wri
LT135A.1990 DGL
Attachment



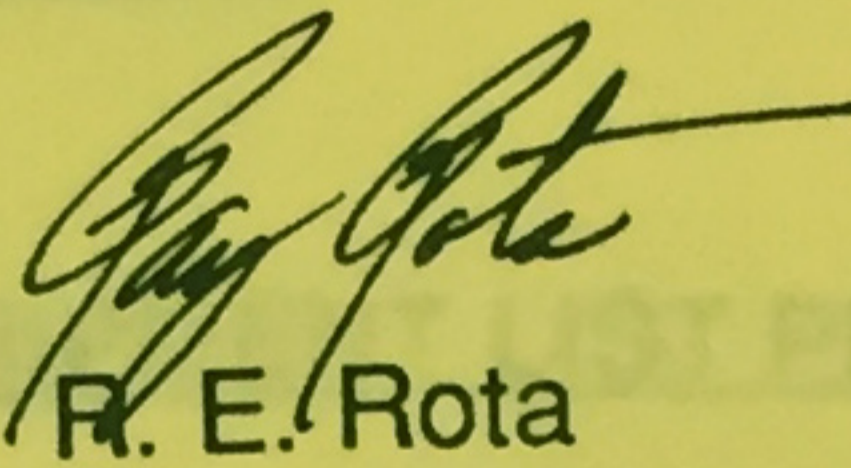
The attached schedule provides the Manufacturer's Suggested Retail Price, Tire Weight Tax and List price of the new base vehicle, the list price of the only available option (UX1 AM/FM Stereo Cassette with Graphic Equalizer) and the discount structure that will allow you to calculate Dealer Invoice and Dealer price. The Syclone will be eligible for Wholesale Floorplanning with the same parameters as the Sonoma Pickup. Further, Destination Freight Charge for this vehicle will be identical to the Sonoma Pickup at \$450.00; however, an additional ship thru charge of \$75 will be assessed on the unit to cover additional shipping costs associated with this model. In addition, The Syclone will **not** be subject to the 1% (of MSRP) GM Marketing Adjustment. Finally the Syclone will also be eligible for Pre Delivery Inspection Allowance with the same time factor as the Sonoma pickup plus an adjustment for dealer installed equipment. The adjustment will be provided in a separate communication from the Service Department.

The Syclone will be available for sale under the provisions of the GM Employee and Immediate Family Member New Vehicle Purchase Program (Option 1 and Option 2). This vehicle will also be eligible for employee purchase under the Product Evaluation Program (PEP) and for purchase under the GM Supplier New Vehicle Purchase Program. **For Option 1 and PEP purchases, the dealer allowance will be 2.5% of base model List Price for the Syclone rather than the 5% which is applicable to other vehicle lines. For Option 2 purchases, the employee allowance will also be 2.5% of base model List Price. Other than these programs, the Syclone will be ineligible for any other Incentive or Allowance Programs unless specifically noted as eligible.**

All information contained in this document is based on the latest information available at the time of publication. GMC Truck reserves the right to discontinue or change, at any time, without notice, any prices, colors, optional equipment, specifications and/or body types.

All rights reserved. This document contains General Motors proprietary information and is to be used only by authorized GMC Truck Dealers, fleet operations, special vehicle operations and General Motors Wholesale personnel for pricing the GMC Truck Syclone as described in the GMC Light Truck Data Book. This information shall not be reproduced for or disclosed to third parties without the express written permission of GMC Truck Division of General Motors Corporation.

The enclosed introductory pricing information is subject to the provisions of the current General Motors Dealer Sales and Service Agreement and shall remain in effect until superseded by action of GMC Truck. The Cyclone will be subject to the terms and conditions of the GMC Truck Vehicle Terms of Sale Bulletin 91-1. This introductory information is intended only for the use of authorized GMC Truck Division dealers and should not be disclosed to unauthorized persons. Contact your DMAC District Sales Manager for any questions you may have.



R. E. Rota
 General Sales Manager
 GMC Truck Division

DEALER PRICE, DEALER HOLDBACK AND DEALER INVOICE
 PERCENTAGE OF MSRP

Model	Holdback	Dealer Price	Dealer Invoice	MSRP
CYCLONE	2%	98%	96%	100%

MANUFACTURER'S SUGGESTED RETAIL AND LIST PRICE
SYCLONE MODEL

<u>Description</u>	<u>Model No</u>	<u>Body Code</u>	<u>Length</u>	<u>TWT</u>	<u>List Price</u>	<u>MFR'S Suggested Retail Price</u>
Syclone	TT10603	W/E63&ZR9	6-Ft	-	25,500.00	25,500.00
SHIP-THRU CHARGE (RPO VGA) -			\$ 75.00			
DESTINATION FREIGHT CHARGE -			\$450.00			

OPTIONAL EQUIPMENT LIST PRICE

<u>Description</u>	<u>OPTION</u>	<u>TWT</u>	<u>List Price</u>	<u>MFR'S Suggested Retail Price</u>
Electronically Tuned AM Stereo/FM Stereo Radio w/Seek-Scan, Stereo Cassette Tape w/Search and Repeat, Graphic Equalizer, Digital Clock and Premium Speakers	UX1	-	150.00	150.00

DEALER PRICE, DEALER HOLDBACK AND DEALER INVOICE PERCENTAGE OF LIST PRICE

<u>Base Model</u>	<u>Restriction</u>	<u>Dealer Price (A)</u>	<u>Dealer Holdback</u>	<u>Dealer Invoice (A), (B)</u>
SYCLONE	ZR9	90.3%	3.0%	93.3%

OPTIONAL EQUIP	-	82.0%	3.0%	85.0%
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(A) T.W.T. (IF APPLICABLE), DESTINATION CHARGE AND SHIP-THRU MUST BE ADDED TO CALCULATE PRICE

(B) DEALER INVOICE AMOUNT INCLUDES 3% HOLDBACK AMOUNT RETAINED FOR DEALER'S ACCOUNT. DEALER INVOICE AMOUNT EXCLUDES 1% OF MSRP FOR THE GM MARKETING ADJUSTMENT. SYCLONE WILL NOT BE SUBJECT TO THE 1% OF MSRP GM MARKETING ADJUSTMENT