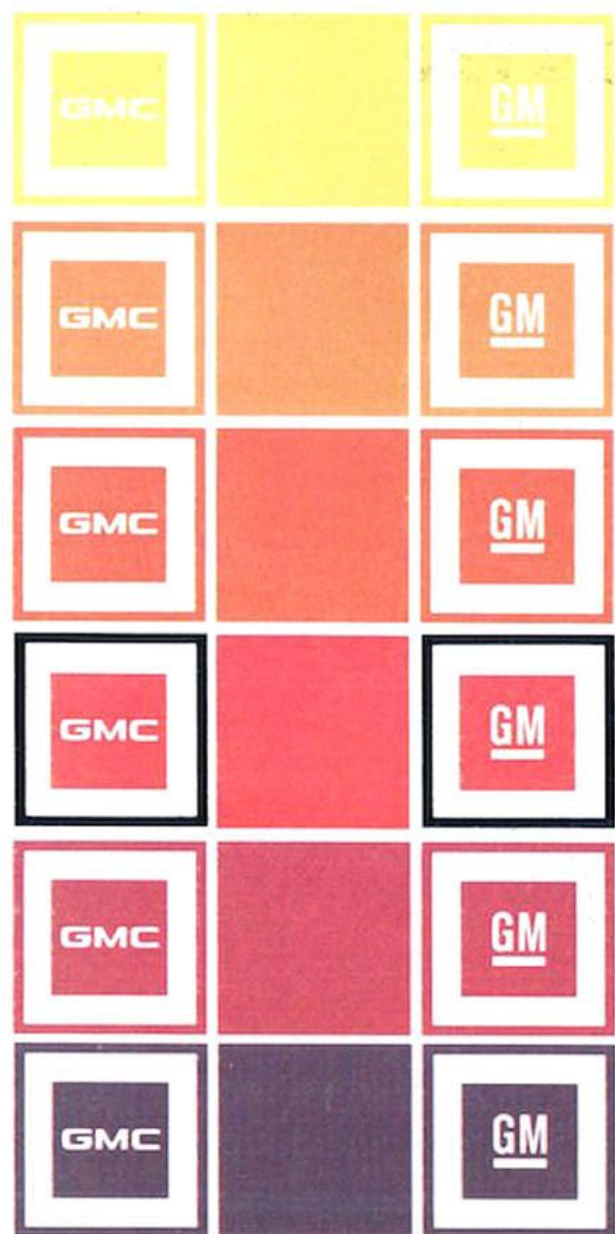


Great new ways
to keep America moving

**GMC Light-Duty
TRUCKS & VANS**

1978



GMC LIGHT-DUTY DIESEL PICKUP



Look again! This pickup is different. It's powered by the new 5.7 litre V8 Diesel. And that's the most exciting news in pickups since the introduction of the automatic transmission!



Now you can order your new GMC Wideside or Fenderside Pickup equipped with an American-made V8 Diesel. This timely new powerplant offers many unique benefits of diesel power;

- No carburetor
- No engine distributor electrical ignition system
- Simplified emission controls
- No need for catalytic converter
- Simplified fuel system
- Traditionally lower average fuel costs than for gasoline engines

Is the new GMC Diesel Pickup right for your particular brand of trucking? Stop by our showroom soon, try a testdrive. We'll give you the fun story on when and how a diesel can make a difference. Ask for a GMC Diesel Pickup catalog with complete details on standard and available equipment.

GMC LIGHT-DUTY PICKUP



Whatever your style of truckin', we've got the perfect pickup to suit your needs.

GMC Wideside Pickups feature a long wheelbase stance and are available in 1/2-, 3/4-, and 1-ton 2-door models; 3/4- and 1-ton 4-door models. Cargo boxes are available in 6 1/2- or 8-foot lengths.

GMC Fenderside Pickups include a handy side step area for easy cargo loading and handling. Available in the popular 6 1/2 ft. shorty size or 8 ft. lengths.

Both GMC Wideside and Fenderside Pickups feature rugged, double-walled construction in sidewall and tailgate. A chemically-treated wood floor in cargo box is standard in short wheelbase Fenderside, available on other

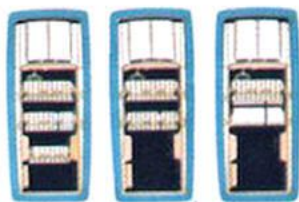
models.) All GMC Pickups are available in 2- or 4-wheel drive and a wide range of drivelines and ratios to match your driving and hauling needs.

See all the new GMC Pickups at our showroom soon. Ask about the big GMC Bonus and Crew Cab models, plus the wide assortment of available options, accessories, and trim levels including the new Street Coupe Package.

GMC SUBURBAN

There's never been a wagon quite like the Suburban. It's perfect for big jobs or big families on the go. In fact, some call it the GMC Wonder Wagon. We call it the sensible blend of station wagon styling, rugged truck design, and cargo-carrying capacity.

Suburban starts with 4-door convenience and a standard 3-passenger front seat that leaves you a whopping 144 cu. feet of interior cargo space. Add the available 3-passenger center seat with independent forward-folding sections and your GMC Suburban now comfortably seats 6. And we don't stop there! If you need room for 9, order the available third seat that's fixed in place but easily removable when extra cargo space is needed.



See the versatile GMC Suburban at our showroom soon. Ask for a GMC Suburban brochure with complete details on features,

standard equipment, and available equipment including 4-wheel drive.



GMC GYPSY

Here's the ideal starting point for your exercise in custom vanning. The GMC Gypsy offers you what you need to begin to create your own personal custom van environment.

Your GMC Gypsy is available in either a 110-inch or 125-inch wheelbase. Tilt and Swivel high-back bucket seats are included for passenger and driver. The entire ceiling plus cargo area walls are filled with chestnut-colored plywood panels that look great as is, or act as an ideal anchoring point for your customizing materials.



See the GMC Gypsy at our showroom soon. We'll help you get started towards custom vanning with a full selection of available equipment and vanning accessories.

GMC CABALLERO



Some say it's too good looking to be a working vehicle. But the GMC Caballero is a different breed of pickup. It has the smooth, stylish lines of a sporty passenger car plus the no-nonsense utility of a hard-working pickup. Form and function never looked this good before.

Inside, Caballero is roomy and comfortable with impressive visibility. Out back, Caballero is all business with an 800-pound payload capacity. The double-walled cargo box is big enough to handle 4' x 8' panels with the tailgate down.



See the Caballero, Laredo, or Diablo at our GMC showroom soon. Ask about the wide range of available trim levels, engine and transmission options, and equipment to make your GMC Caballero suit your lifestyle.



GMC RALLY WAGON

For people on the go, the GMC Rally Wagon has a lot going for it. Rally offers plenty of room for passengers, with available seating for up to 12, with required equipment. It's the perfected people mover; ideal for families, trailering or cargo.

The GMC Rally Wagon is available on 110-inch and 125-inch wheelbases in half-ton and three-quarter ton models. A one-ton model is also available, in the 125-inch wheelbase version only. GVW ratings range from 5,600 to 8,150 lbs. depending on the model.

See all the exciting new GMC Rally Wagons plus a wide selection of available equipment at our showroom soon.



GMC GAUCHO

GMC GAUCHO

If you're into vanning, you'll love the sporty new GMC Gaucho. It's the versatile van that offers comfortable passenger seating for 5, plus a large cargo area for your bikes, snowmobiles, tennis gear, scuba equipment or whatever. The 3-passenger bench seat behind the driver's seat is removable, leaving you even more room for whatever you want to haul.

Your GMC Gaucho is tough, too. Anti-corrosion treatments include a special Cathodic Elpo process that treats all body surfaces with an electrically-charged primer bath.

See the new GMC Gaucho at our showroom soon. Ask about the wide assortment of available equipment, engine and drivetrain options. We've got the GMC Gaucho just right for your style of vanning!



GMC JIMMY

If you're into trail truckin', the sporty GMC Jimmy is made for people like you. Go fun truckin' in comfort and style with room for up to 5 passengers, with available right front bucket seat and rear bench seat. Available 4-wheel drive keeps you trackin' when the road ends and the trail begins. The rugged GMC Jimmy is built to take it.



See all the exciting new GMC Rally Wagons plus a wide selection of available equipment at our showroom soon.

Is trailering part of your camping plans? The 2-wheel drive Jimmy is available with a GVWR of 6,050 pounds, while the 4-wheel drive model is rated at 6,200 lbs. GVWR. You can also order your GMC Jimmy with available factory-installed trailering equipment that provides a Gross Combination Weight Rating up to 11,500 lbs., enough to handle a 6,000 lb. trailer on the highway.

See the rough and ready GMC Jimmy at our showroom soon. Ask about the full selection of available interior trims, seating combinations, and available equipment including full-time 4-wheel drive. When you're ready to go trail truckin', we've got a GMC Jimmy ready for you!

TRUCKIN' SPOKEN HERE!

America is into truckin' like never before. There's a growing movement towards versatile vehicles, light-duty trucks and vans.

And you're a part of it.

You're into camping, carrying, going places and doing things never meant for cars. So you want a rugged vehicle with dependability plus comfort and style. And we know exactly where you're coming from.

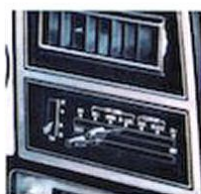
We're your neighborhood GMC Truck Dealer. And we now invite you to take a good look at our good-looking lineup of GMC light-duty trucks and vans for 1978.

Stop by our showroom soon for a closer look and try a testdrive. We know what you look for in a light-duty truck or van. And when it comes to talkin' truckin', we're the ones . . . get to know us. Nothin' goes truckin' like a GMC.

1978 GMC LIGHT-DUTY TRUCKS & VANS



Front bumper guards with rubber impact strips



Air conditioning



Tilt steering wheel



High Energy Ignition

A WORD ABOUT ENGINES

The GMC vehicles shown in this catalog are equipped with GM-built engines produced by various divisions. Please refer to the engine data sheet included in this catalog or available from your GMC dealer for complete details about engine sources and availability.

A WORD ABOUT THE COMPONENTS AND OPTIONAL EQUIPMENT IN THESE GMC TRUCKS

The GMC Trucks described in this brochure incorporate thousands of different components produced by various divisions of General Motors and by various suppliers to GMC Truck. From time to time during the manufacturing process it may be necessary in order to meet public demand for particular vehicles or equipment, or to meet federally mandated emissions, safety and fuel economy requirements, or for other reasons, to produce GMC products with different components or differently sourced components than initially scheduled. All such components have been approved for use in GMC products by GMC Truck, and will provide the quality performance associated with the GMC name.

With respect to factory-installed extra cost optional equipment, make certain you specify the type of equipment you desire on your vehicle when ordering it from your dealer. Before taking delivery of the vehicle, we suggest you verify that it includes the optional equipment that you ordered or if there are changes, they are acceptable to you.

EIGHT GREAT LIGHT-DUTY TRUCKS AND VANS FROM GMC

V8 DIESEL PICKUP

It's exciting news for pickup owners. Our new GMC V8 Diesel Pickup offers you a whole new alternative to conventional gasoline powerplants. It just may be what you need for your particular brand of truckin'!

GMC LIGHT-DUTY PICKUPS

We've got a full lineup of real truck light duty pickups designed to meet your driving and hauling needs. We've got the options and truckin' accessories to spark your imagination. This is your year to go fun truckin' in a GMC Street Coupe!

GMC CABALLERO

Smooth and stylish, the 1978 GMC Caballero combines passenger car room and convenience with no-nonsense pickup utility and payload capacity. Form and function never looked this good before! And GMC's exclusive Diablo version can be an extension of your individuality a 350 V8 engine and 4-speed transmission (except in California) can bring back the fun in driving.

GMC RALLY WAGON

The perfected people mover, with available seating for up to 12 comfortable passengers. Get your group together and try on a GMC Rally Wagon for size.

GMC SUBURBAN

Some call it the wonder wagon. We call it the answer to big jobs or big families on the go. GMC Suburban just might change your whole outlook on what a station wagon should be! Suburbans can be equipped to tow travel trailers to the Tetons, Tulsa or Tucumcari.

GMC GAUCHO

It's GMC's versatile blend of comfortable passenger seating for 5 plus ample cargo room for bikes, snowmobiles or whatever you need for wherever you're going.

GMC GYPSY

It's the ideal starting point for your exercise in custom vanning. Gypsy is high, wide and handsome . . . with plenty of features, lots of room, and a wide assortment of available equipment to make your GMC Gypsy uniquely yours including AM/FM stereo sound.

GMC JIMMY

Trail truckin' is what the rugged Jimmy is all about. Available with 4-wheel drive, the rough and always-ready GMC Jimmy is built to take the tough trails when the highway ends and the fun begins!



GMC TRUCK & COACH

TRAILERING AND CAMPER USAGE

Ask about our full lineup of factory-installed trailering packages for your GMC light-duty truck or van. We'll also give you complete details and specifications for camper applications and camper equipment ideal for our light-duty pickups.

Stop by our showroom soon and testdrive one of our exciting new '78 light duty trucks or vans from GMC.

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