

Introducing
the most
recognized
cars and trucks
in America.



Corvette



Cavalier



Malibu



Lumina



CHEVROLET

CORVETTE

"1999 10Best Award"
Car & Driver Magazine

"1998 North American Car of the Year"
North American Car of the Year Jury

"Class of '98 - Most Wanted"
Sports Car Category
American Woman Motorscene Magazine

"1998 Technology of the Year"
Automobile Magazine

"Best of What's New"
1998 Model Grand Prize Winner
Cars Category
Popular Science Magazine 12/97

"1998 Drivers' Choice Award"
Best Convertible - Chevrolet Corvette
television's MotorWeek

"1998 10Best Award"
Car & Driver Magazine

"1998 Best Buy"
Chicago Tribune Newspaper

"1998 Best Resale Value"
Cars over \$35,000
Kiplinger's Magazine 12/97

CAVALIER

"1998 A Best Overall Value of the Year"
Compact Class under \$15,000 (Base and LS)
IntelliChoice, Inc.
©1998 IntelliChoice® Inc., Campbell, CA
www.intellichoice.com

"1998 AAA Top Car"
Under \$12,000
AAA Autograph 1/99

"1998 Worth a Look - Cavalier RS"
Cars \$13,000-\$18,000
Kiplinger's Magazine

CAMARO

"A Best Buy in 1998 Cars"
Consumers Digest Magazine

PRIZM

"A Best Buy in 1998 Cars"
Consumers Digest Magazine

"1998 Drivers' Choice Award"
Best Small Car - Chevrolet Prizm
television's MotorWeek

"A Best Buy in 1999 Cars"
Consumers Digest Magazine

"1998 Top 10 Vehicles of the Year"
Detroit News Newspaper

"1998 Worth a Look"
Cars \$13,000-\$18,000
Kiplinger's Magazine 12/97

MALIBU

"1998 Top 10 Vehicles of the Year"
Detroit News Newspaper

"1999 AAA Top Car"
\$15,000-\$20,000
AAA Autograph 1/99

"1998 Best Buy"
Chicago Tribune Newspaper

"1998 Best Class"
Cars \$13,000-\$18,000
Kiplinger's Magazine 12/97

MONTE CARLO

"1998 Best Buy"
SmartMoney Magazine

LUMINA

"1998 First for Safety"
Cars \$13,000-\$18,000
Kiplinger's Magazine 12/97

METRO

"1998 Most Fuel Efficient"
Cars under \$13,000
Kiplinger's Magazine 12/97

ENGINES

"Best Engines of 1998"
New LSI 5.7L V8 Engine
Corvette and Camaro
Ward's AutoWorld Magazine



www.chevrolet.com



Camaro



Metro



Monte Carlo



Prizm



Silverado Pickup



CHEVY TRUCKS

SILVERADO PICKUP

"1999 Truck of the Year"
Motor Trend Magazine



Tahoe

C1500 EXTENDED CAB PICKUP

"1998 A Best Overall Value of the Year"
Full-Size Pickup Class 2WD (C1500)
IntelliChoice, Inc.

©1998 IntelliChoice® Inc., Campbell, CA
www.intellichoice.com



Venture

K1500 EXTENDED CAB PICKUP

"1998 A Best Overall Value of the Year"
Full-Size Pickup Class 4WD (K1500)
IntelliChoice, Inc.

C/K PICKUP

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 Best Buy"
SmartMoney Magazine

S-10 PICKUP

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 The Best Overall Value of the Year"
Compact Pickup Class 4WD (S-10 LS)
IntelliChoice, Inc.

"1998 Worth a Look. Small Pickups"
Kiplinger's Magazine 12/97

TAHOE

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 Family Activity Vehicle of the Year"
Family Circle Magazine



Blazer

"A Best Buy in 1999 Trucks"
Consumers Digest Magazine

"1998 A Best Overall Value of the Year"
Full-Size Sport Utility Class (Tahoe 2WD)
IntelliChoice, Inc.

VENTURE

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

SUBURBAN

"1998 Best Buy"
SmartMoney Magazine

"1998 Best Buy"
Chicago Tribune Newspaper

"1998 Best in Class. Sport Utility Vehicles"
Kiplinger's Magazine 12/97

"1998 First for Safety. Sport Utility Vehicles"
Kiplinger's Magazine 12/97

ASTRO

"1998 A Best Value of the Year"
Minivan Class under \$22,500 (Astro 3-door)
IntelliChoice, Inc.



Tracker

"1998 A Best Value of the Year"
Minivan Class under \$22,500 (Astro AWD)
IntelliChoice, Inc.

CARGO VAN 2500 SERIES

"1998 A Best Overall Value of the Year"
Full-Size Van Class
(3-door Cargo Extended Van)
IntelliChoice, Inc.



S-10 Pickup

CARGO VAN 2500 EXTENDED 3-DOOR

"1998 A Best Overall Value of the Year"
Full-Size Van Class (3-door Cargo Van)
IntelliChoice, Inc.



www.chevrolet.com



Astro



C/K Pickup



Express



Suburban



Grand Prix



PONTIAC



Grand Am

GRAND PRIX

"A Best Buy in 1998 Cars"
Consumers Digest Magazine

"1998 Best Buy"
SmartMoney Magazine

"1998 Best Buy"
Chicago Tribune Newspaper

"1998 Worth a Look"
Cars \$18,000-\$25,000
Kiplinger's Magazine

GRAND AM

"1998 Best Buy"
Chicago Tribune Newspaper

"Most Appealing Entry Midsize Car"
J.D. Power and Associates
1998 Automotive Performance,
Execution, and Layout (APEAL) Study.[™]
Study based on a total 97,907
consumer responses.
www.jdpower.com

BONNEVILLE

"1998 Best Buy"
SmartMoney Magazine

"1998 A Best Value of the Year"
Large Car Class
IntelliChoice, Inc.
©1998 IntelliChoice® Inc., Campbell, CA
www.intellichoice.com

TRANS SPORT

"1998 Best in Class"
Wagon and Minivans
Kiplinger's Magazine 12/97

FIREBIRD/TRANS AM

"1998 Drivers' Choice Award"
Best Performance Car - Pontiac Trans Am
television's MotorWeek

"1998 A Best Overall Value of the Year"
Base Sports Class
IntelliChoice, Inc.

"1998 Worth a Look"
Cars \$18,000-\$25,000
Kiplinger's Magazine 12/97

SUNFIRE

"1998 Worth a Look"
Cars under \$13,000
Kiplinger's Magazine 12/97



Montana



Bonneville



www.pontiac.com



Firebird



Sunfire



Alero



Oldsmobile



Intrigue

ALERO

"...downright world class"
Car & Driver Magazine 4/98

"1999 Model Best of What's New"
Automotive Category Winner
Popular Science Magazine 12/98

"1999 Worth a Look"
Cars \$18,000-\$25,000
Kiplinger's Magazine 12/98

CUTLASS

"1998 AAA Top Car"
\$15,000-\$20,000
AAA Autograph 1/98

INTRIGUE

"1998 Award for Best Family Sedan"
Automobile Magazine 12/98

"Class of '98 - Most Likely to Succeed"
(Top Honors)
American Woman Motorscene Magazine

"1998 Best Family Sedan All Star"
Automobile Magazine

"1999 AAA Top Car"
\$20,000-\$25,000
AAA Autograph 1/99

"1998 Best of What's New"
1998 Cars Category
Popular Science Magazine 12/97

"An E-Class Mercedes you can buy
for under \$21,500"
Automobile Magazine 12/97

EIGHTY-EIGHT

"A Best Buy in 1998 Cars"
Consumers Digest Magazine

AURORA

"A Best Buy in 1998 Cars"
Consumers Digest Magazine



Bravada



Aurora



www.oldsmobile.com



Silhouette



Cutlass



Eighty-Eight



Park Avenue



BUICK

CENTURY

"A Best Buy in 1998 Cars"
Consumers Digest Magazine

"Century offers excellent practicality,
something that's missing
from many luxury sedans."
Road & Track Magazine 1999 Buyers Guide

"A Best Buy in 1999 Cars"
Consumers Digest Magazine

REGAL

"1998 Best Buy"
Chicago Tribune Newspaper

"An LS becomes a corner-turning
wolf in sheep's clothing with the optional
Grand Touring suspension package."
Road & Track Magazine 1999 Buyers Guide

"1998 Worth a Look"
Cars \$18,000-\$25,000
Kiplinger's Magazine 12/97

"Beneath the glitz, there is serious hardware."
Road & Track Magazine 7/98

LeSABRE

"America's best-selling full-size sedan,
seven years running"
R.L. Polk, 1992 - 1998 model year registrations

"1998 Family Sedan of the Year"
Family Circle Magazine

"1998 First for Safety"
Cars \$18,000-\$25,000
Kiplinger's Magazine 12/97

"LeSabre has been a top seller because it's
brim full of the convenience and safety features that
buyers of full-size sedans desire."
Road & Track Magazine 1999 Buyers Guide

"1998 A Best Overall Value of the Year"
Large Car Class
IntelliChoice, Inc.
©1998 IntelliChoice® Inc., Campbell, CA
www.intellichoice.com

PARK AVENUE

"1998 First for Safety"
Cars \$25,000-\$35,000
Kiplinger's Magazine 12/97

"Park Avenue and Ultra combine the best of
traditional American amenities with
European style performance."
Road & Track Magazine 1999 Buyers Guide



Regal



Century



Riviera



LeSabre



www.buick.com



Catera



DeVille



Eldorado



Cadillac

SEVILLE

"Class of '98 - Most Likely to Inspire Leadership"
(Luxury Category)
American Woman Motorscene Magazine

"Best of What's New"
Automatic Seat System
1998 Automotive Technology Category
Popular Science Magazine 12/97

"1998 Automotive Interior of the Year Award -
Luxury Category"
Inside Automotives International Magazine

"1998 Worth a Look"
Cars over \$35,000
Kiplinger's Magazine 12/97

CATERA

"1998 Best Buy"
Chicago Tribune Newspaper

"1998 Worth a Look"
Cars \$25,000-\$35,000
Kiplinger's Magazine 12/97

DEVILLE

"1998 Best Seller"
Cars over \$35,000
Kiplinger's Magazine 12/97

CADILLAC BRAND

"1998 Best of What's New"
Night Vision System
Grand Award Automotive Technology Category
Popular Science Magazine

"1998 Best of What's New"
Lumbar Seat
Automotive Technology Category
Popular Science Magazine



Escalade



Seville



www.cadillac.com



Yukon Denali



All-New Sierra



Envoy



Safari

GMC

SAVANA

"1998 A Best Overall Value of the Year"
Full-Size Van Class
(1500 3-door Passenger and Cargo Vans)
IntelliChoice, Inc.
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www.intellichoice.com



Savana

"1998 The Best Overall Value of the Year"
Full-Size Van Class
(2500 Extended 3-door Cargo Van)
IntelliChoice, Inc.

"Most Appealing Full-Size Van"
J.D. Power and Associates
1998 Automotive Performance,
Execution, and Layout (APEAL) Study.sm
Study based on a total 97,907
consumer responses.
www.jdpower.com

SIERRA

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 A Best Overall Value of the Year"
Full-Size Pickup Class 2WD C1500 Club Coupe
IntelliChoice, Inc.

"1998 Best Truck Value over \$18,000"
Full-Size Pickup Class 4WD
(K1500 2-door Extended Cab Club Coupe)
IntelliChoice, Inc.

GMC SUBURBAN

"1998 Best Buy"
SmartMoney Magazine

"1998 A Best Overall Buy of the Year"
Full-Size Sport Utility Class (K1500 4WD)
IntelliChoice, Inc.

SONOMA

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 A Best Overall Value of the Year"
Compact Pickup 4WD Class
(2-door Extended Cab)
IntelliChoice, Inc.



Yukon

YUKON

"A Best Buy in 1998 Trucks"
Consumers Digest Magazine

"1998 The Best Overall Value of the Year"
Full-Size Sport Utility Class (4-door)
IntelliChoice, Inc.



www.gmc.com



Suburban



Sonoma



Jimmy



Current Generation Sierra

1998 GM cars and trucks were recognized with more
awards than any other automobile company in America.*

1998 also marked the third straight year
GM recorded the highest customer loyalty in the industry—
more than any other automotive company, period.**

And it's only the beginning.

The new 99's are at your local GM dealer now.

To get a closer look, stop by and take a test drive.

Or check us out on the Web at gm.com

(which, if you're wondering, is also an award winner).

Hey, it's been a good year.



General Motors®

people in motion

*Based on an October 1998 survey by S.H. Brown Automotive Marketing.

**Based on The Poll Company's statistics through the 1997 Model year, General Motors ranked highest for household loyalty among all manufacturers.